



## Children’s Food & Beverage Advertising Initiative Foods and Beverages that Meet the CFBAI Category-Specific Uniform Nutrition Criteria that May Be in Child-Directed Advertising

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### I. Introduction

The Children’s Food and Beverage Advertising Initiative’s 18 participants commit that, in advertising primarily directed to children under age 12 (“child-directed advertising”), they will feature only foods that meet CFBAI’s uniform nutrition criteria. (Participants also may use any nutrition criteria that exceed CFBAI’s requirements.) This listing is limited to foods that the participants have indicated may be the subject of child-directed advertising. The participants may have other products that meet the criteria that are not advertised to children. Some participants choose to not engage in child-directed advertising even if they have foods that meet CFBAI’s nutrition criteria.

### II. List of participants

1.	<a href="#">American Licorice Company</a> -----	2
2.	<a href="#">Burger King Corporation</a> -----	2
3.	<a href="#">Campbell Soup Company</a> -----	2
4.	<a href="#">The Coca-Cola Company</a> -----	3
5.	<a href="#">ConAgra Foods, Inc.</a> -----	3
6.	<a href="#">The Dannon Company, Inc.</a> -----	4
7.	<a href="#">Ferrero USA, Inc.</a> -----	4
8.	<a href="#">General Mills Inc.</a> -----	4
9.	<a href="#">The Hershey Company</a> -----	5
10.	<a href="#">Kellogg Company</a> -----	5
11.	<a href="#">The Kraft Heinz Company</a> -----	6
12.	<a href="#">Mars, Incorporated</a> -----	6
13.	<a href="#">McDonald’s USA</a> -----	7
14.	<a href="#">Mondelēz Global LLC</a> -----	7
15.	<a href="#">Nestlé USA</a> -----	7
16.	<a href="#">PepsiCo, Inc.</a> -----	8
17.	<a href="#">Post Foods, LLC</a> -----	8
18.	<a href="#">Unilever United States</a> -----	8

## American Licorice Company

*Not engaging in child-directed advertising*

## Burger King Corporation

- Hamburger Kids Meal  
Hamburger  
MOTT'S® Natural Applesauce  
CAPRI SUN® 100% Apple Juice
- Hamburger Kids Meal  
Hamburger  
MOTT'S® Natural Applesauce  
Fat-Free Milk
- Chicken Nuggets Kids Meal  
4-piece Chicken Nuggets  
MOTT'S® Natural Applesauce  
Fat-Free Milk

## Campbell Soup Company

### Fruits (exempt<sup>1</sup>)

- Bolthouse Farms® Kids Fruit Tubes – Mango Meets Banana and Pineapple

### Juices

- Bolthouse Farms® Kids Smoothies – Strawberry Meets Banana

### Vegetables

- Bolthouse Farms® Shakedown® – Baby Carrots with Ranch

### Snack Crackers

- Pepperidge Farm Goldfish – Cheddar
- Pepperidge Farm Goldfish – Cheddar Made with Whole Grain
- Pepperidge Farm Goldfish – Colors
- Pepperidge Farm Goldfish – Pretzel Baked with Whole Grain
- Pepperidge Farm Goldfish Grahams – Cinnamon
- Pepperidge Farm Goldfish Grahams – Cookies and Cream
- Pepperidge Farm Goldfish Grahams – French Toast
- Pepperidge Farm Goldfish Grahams – Fudge Brownie

### Snack Crackers (continued)

- Pepperidge Farm Goldfish Grahams – Honey
- Pepperidge Farm Goldfish Grahams – S'Mores
- Pepperidge Farm Goldfish Grahams – Strawberry Shortcake
- Pepperidge Farm Goldfish Grahams – Vanilla Cupcake
- Pepperidge Farm Flavor Blasted Goldfish – Burstin' BBQ
- Pepperidge Farm Flavor Blasted Goldfish – Nothin' But Nacho
- Pepperidge Farm Flavor Blasted Goldfish – Slammin' Sour Cream & Onion
- Pepperidge Farm Flavor Blasted Goldfish – Wild White Cheddar
- Pepperidge Farm Flavor Blasted Goldfish – Xplosive Pizza
- Pepperidge Farm Flavor Blasted Goldfish – Xtra Cheddar
- Pepperidge Farm Flavor Blasted Goldfish – Xtra Cheddar Baked with Whole Grain
- Pepperidge Farm Goldfish Mix – Xtra Cheddar & Pretzel
- Pepperidge Farm Goldfish Mix – Honey Mustard & Pretzel
- Pepperidge Farm Goldfish Mix – Chocolate Mint & Pretzel

<sup>1</sup> Fruit products without added sugars are exempt from the uniform nutrition criteria.

## The Coca-Cola Company

*Not engaging in child-directed advertising*

## ConAgra Foods, Inc.

### Frozen Meals<sup>2</sup>

- Kid Cuisine Beef Patty with Cheese & Bun
- Kid Cuisine Chicken Breast Nuggets
- Kid Cuisine Fish Sticks
- Kid Cuisine Fun Shaped Chicken Breast Nuggets
- Kid Cuisine Hot Dog
- Kid Cuisine Mac & Cheese
- Kid Cuisine Reduced Fat Pepperoni Pizza
- Kid Cuisine Popcorn Chicken
- Kid Cuisine Spaghetti with Mini Meatballs

### Peanut Butters/Spreads

- Peter Pan Creamy Peanut Butter
- Peter Pan Crunchy Peanut Butter
- Peter Pan Natural Creamy Peanut Butter
- Peter Pan Natural Crunchy Peanut Butter
- Peter Pan Plus Creamy Peanut Butter
- Peter Pan Reduced Fat Creamy Peanut Butter
- Peter Pan Reduced Fat Crunchy Peanut Butter
- Peter Pan Simply Ground Peanut Butter
- Peter Pan Whipped Creamy Peanut Butter

### Canned Pastas

- Chef Boyardee Cheeseburger Maxx (7.25 oz.)
- Chef Boyardee Chicken Marinara (15 oz.)
- Chef Boyardee Chicken Penne (15 oz.)
- Chef Boyardee Chicken Ravioli (15 oz.)
- Chef Boyardee Extra Spicy Beef Ravioli (15 oz.)
- Chef Boyardee Kickin' Sloppy Joe (7.25 oz.)
- Chef Boyardee Mini ABC's & 123's (15 oz.)
- Chef Boyardee Mini Micro Beef Ravioli (7.5 oz.)
- Chef Boyardee Pizza Twist (7.25 oz.)
- Chef Boyardee Spicy Beef Ravioli (15 oz.)

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<sup>2</sup> Occasionally, certain brands, such as *Kid Cuisine*, will launch short-term promotions showcasing special, temporary products that will be available only for a limited time. Such products, if advertised to children under age 12, will meet the CFBAI category-specific uniform nutrition criteria, and where feasible, ConAgra Foods will update the Pledge product list to reflect these short-term items.

## The Dannon Company, Inc.

### Dairy Products

- Activia Greek Nonfat Yogurt – Banana Cream, Blueberry, Blackberry, Cherry, Key Lime, Peach, Strawberry, Toasted Coconut Vanilla, Tropical Fruit
- Activia Greek Light Nonfat Yogurt
- Activia Light Nonfat Yogurt
- Activia Lowfat Yogurt with Fiber
- Activia Lowfat Yogurt – Prune, Strawberry, Mixed Berry (excludes Fruit Fusion)
- DanActive Light Probiotic Dairy Drink
- DanActive Probiotic Dairy Drink
- Danimals Smoothie Dairy Drinks
- Danimals Nonfat Yogurt
- Danimals Squeezables Lowfat Yogurt
- Dannon Creamy Lowfat Yogurt
- Dannon Dairy Drinks – Mango, Peach, Pecan, Pina Colada, Strawberry, Strawberry Banana
- Dannon Plain Nonfat Yogurt (Portion Size: 6 oz. and 8 oz.)
- Light & Fit Greek Nonfat Yogurt
- Light & Fit Greek Nonfat Yogurt Mousse
- Light & Fit Nonfat Yogurt (Portion Size: 4 oz., 6 oz. and 8 oz.)
- Light & Fit Protein Smoothies
- Oikos Greek Nonfat Yogurt – Blackberry, Blueberry, Cherry, Honey, Peach, Pineapple, Pomegranate, Strawberry, Strawberry Banana, Vanilla, Plain
- Oikos Triple Zero Greek Nonfat Yogurt
- Oikos Triple Zero Greek Nonfat Yogurt Vanilla and Plain Mild Tasting Recipe Quarts

## Ferrero USA, Inc.

*Not engaging in child-directed advertising*

## General Mills Inc.

### Cereals

- Banana Nut Cheerios
- Boo Berry
- Cheerios
- Chocolate Lucky Charms
- Cinnamon Toast Crunch
- Cocoa Puffs
- Cookie Crisp
- Count Chocula
- Franken Berry
- French Toast Crunch
- Golden Grahams
- Honey Nut Cheerios
- Lucky Charms
- Reese's Peanut Butter Puffs
- Trix

### Yogurts

- Yoplait Go-Gurt Regular & Twisted (all flavors)
- Yoplait Trix (all flavors)
- Yoplait Kid Cup (Minions, Teenage Mutant Ninja Turtles, Hello Kitty, Frozen, Star Wars)

### Snacks

- Fruit by the Foot (all flavors)
- Fruit Gushers (all flavors)
- Fruit Roll-Ups (all flavors)
- Fruit Flavored Snacks (Scooby Doo)

## The Hershey Company

*Not engaging in child-directed advertising*

## Kellogg Company

### Cereals<sup>3</sup>

- Kellogg's® Apple Jacks®
- Kellogg's® Cinnamon Jacks®
- Kellogg's® Corn Pops®
- Kellogg's® Froot Loops®
- Kellogg's® Froot Loops Bloopers™
- Kellogg's® Frosted Flakes®
- Kellogg's® Frosted Mini-Wheats® *Bite Size*
- Kellogg's® Rice Krispies®
- Kellogg's® Scooby-Doo!

### Waffles, French Toast and Pancakes

- Kellogg's® Eggo® Waffles *Homestyle*
- Kellogg's® Eggo Bites™ Waffles *Maple Flavored*
- Kellogg's® Eggo Bites™ French Toast *Vanilla*
- Kellogg's® Eggo Bites™ French Toast *Cinnamon*
- Kellogg's® Eggo Bites™ Pancakes *Chocolatey Chip*

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<sup>3</sup> Kellogg may introduce varieties of cereals within a brand that have different shapes but the same formula and nutrition information as products on this list from time to time.

## The Kraft Heinz Company

### Juices

- Capri Sun 100% Juice – Berry, Grape, Apple, Fruit Punch
- Capri Sun Organic Juice – Apple, Grape, Tropical Punch, Fruit Punch
- Capri Sun Super V Fruit & Vegetable Juice Drink Blend From Concentrate (all flavors)

### Cheeses and Cheese Substitutes

- Kraft/Polly-O 2% String Cheese – Reduced Fat Mozzarella
- Kraft/Polly-O 2% Twist Cheese – Reduced Fat Mozzarella & Cheddar Cheeses
- Kraft/Polly-O Twist Cheese – Low-Moisture Part-Skim Mozzarella and Cheddar Cheeses
- Kraft Singles Pasteurized Prepared Cheese Product – American & White American, Sharp Cheddar, Swiss
- Kraft 2% Milk Singles Reduced Fat Pasteurized Prepared Cheese Product – American & White American, Sharp Cheddar, Swiss

### Mixed Dishes

- Kraft Macaroni & Cheese Shapes, Microwaveable Cup (all shapes)
- Kraft Macaroni & Cheese Shapes, Box (all shapes)

### Small Meals<sup>4</sup>

- Lunchables with 100% Juice – Turkey & Cheddar Sub Sandwich
- Lunchables with 100% Juice – Pepperoni Pizza
- Lunchables with 100% Juice – Kabobbles Chicken Poppers

### Beverages (exempt<sup>5</sup>)

- Capri Sun Roarin' Waters (all flavors)
- Kool-Aid Wacky Waters (all flavors)
- Kool-Aid Singles Drink Mix (all flavors)
- Kool-Aid Liquid (all flavors)
- Kool-Aid Easy Mix Liquid Drink Mix (all flavors)
- Kool-Aid On the Go Drink Mix (Sugar Free) (all flavors)
- Kool-Aid Jammers Reduced Sugar (all flavors)

## Mars, Incorporated

*Not engaging in child-directed advertising*

<sup>4</sup> The content of *Lunchables* products may vary from time to time. Although the main component will remain the same, Kraft may periodically modify the treat and/or drink (i.e., *Capri Sun Roarin' Waters* switched for *Capri Sun 100%* fruit juice). The product's nutritional profile, however, will always meet the CFBAI's uniform nutrition criteria. For the most current information about *Lunchables* products' content, consult Kraft's website at [www.kraftheinzcompany.com](http://www.kraftheinzcompany.com).

<sup>5</sup> "Low calorie" and "very low sodium" beverages are exempt from the uniform nutrition criteria.

## McDonald's USA

- Chicken McNuggets Happy Meal  
4 Piece Chicken McNuggets  
Kids Size Fries  
Apple Slices  
1% Low-Fat White Milk
- Chicken McNuggets Happy Meal  
4 Piece Chicken McNuggets  
Kids Size Fries  
Apple Slices  
Fat-Free Chocolate Milk
- Chicken McNuggets Happy Meal  
4 Piece Chicken McNuggets  
Kids Size Fries  
Apple Slices  
100% Apple Juice Box
- Chicken McNuggets Happy Meal  
4 Piece Chicken McNuggets  
Kids Size Fries  
Go-Gurt Strawberry Low-Fat Yogurt  
100% Apple Juice Box
- Chicken McNuggets Happy Meal<sup>6</sup>  
4 Piece Chicken McNuggets  
Kids Size Fries  
Cuties Mandarin  
1% Low-Fat White Milk
- Chicken McNuggets Happy Meal<sup>6</sup>  
4 Piece Chicken McNuggets  
Kids Size Fries  
Cuties Mandarin  
Fat-Free Chocolate Milk
- Chicken McNuggets Happy Meal<sup>6</sup>  
4 Piece Chicken McNuggets  
Kids Size Fries  
Cuties Mandarin  
100% Apple Juice Box
- Hamburger Happy Meal  
Hamburger  
Kids Size Fries  
Apple Slices  
Fat-Free Chocolate Milk
- Hamburger Happy Meal  
Hamburger  
Kids Size Fries  
Apple Slices  
100% Apple Juice Box
- Hamburger Happy Meal  
Hamburger  
Kids Size Fries  
Go-Gurt Strawberry Low-Fat Yogurt  
100% Apple Juice Box
- Hamburger Happy Meal<sup>6</sup>  
Hamburger  
Kids Size Fries  
Cuties Mandarin  
Fat-Free Chocolate Milk
- Hamburger Happy Meal<sup>6</sup>  
Hamburger  
Kids Size Fries  
Cuties Mandarin  
100% Apple Juice Box

## Mondelēz Global LLC

*Not engaging in child-directed advertising*

## Nestlé USA

*Not engaging in child-directed advertising*

<sup>6</sup> Cuties mandarins are a seasonal, fresh, whole-fruit side option, which will be available from mid-January to early May.

## PepsiCo, Inc.

### Cereals

- Quaker® Life Cereal
- Quaker® Old Fashioned Oats
- Quaker® Quick Oats

### Cooked Cereals

- Quaker® Instant Oatmeal – Original Flavor

## Post Foods, LLC

### Cereals

- Alpha-Bits
- Cocoa Pebbles
- Fruity Pebbles
- Honey-Comb
- Ice Cream Pebbles

### Bars

- Post Fruity Pebbles Treats

## Unilever United States

### Popsicles

- Popsicle® AirHeads™
- Popsicle® Disney *Frozen*®
- Popsicle® Hello Kitty™ Face Bar
- Popsicle® Hello Kitty™ Fun Bunch
- Popsicle® Jelly Belly™
- Popsicle® Superheroes (Marvel Avengers™)
- Popsicle® Mystery Middles
- Popsicle® Orange Cherry Grape
- Popsicle® Rainbow
- Popsicle® Red Classics
- Popsicle® Scribblers® (per one pop)
- Popsicle® SpongeBob Squarepants™ Pop Ups®
- Popsicle® Tootsie Pop®