



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

I. Introduction

The Children’s Food and Beverage Advertising Initiative’s 17 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.

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Burger King Corporation

- Kids Oatmeal
Maple Flavor Oatmeal
BK® Fresh Apple Slices
Fat-Free Milk
- Chicken Nuggets Kids Meal
4-piece Chicken Nuggets
BK® Fresh Apple Slices
Fat-Free Milk
- Hamburger Kids Meal
Hamburger
BK® Fresh Apple Slices
CAPRI SUN® 100% Apple Juice
- Hamburger Kids Meal
Hamburger
BK® Fresh Apple Slices
Fat-Free Milk

Campbell Soup Company

Snack Crackers

- Pepperidge Farm Goldfish – Cheddar
- Pepperidge Farm Goldfish – Cheddar Made with Whole Grain
- Pepperidge Farm Goldfish – Colors
- Pepperidge Farm Goldfish – Mix Ups
- Pepperidge Farm Goldfish Grahams – Cinnamon
- Pepperidge Farm Goldfish Grahams – Cookies and Cream
- Pepperidge Farm Goldfish Grahams – French Toast
- Pepperidge Farm Goldfish Grahams – Fudge Brownie
- Pepperidge Farm Goldfish Grahams – Honey
- Pepperidge Farm Goldfish Grahams – Honey Bun
- Pepperidge Farm Goldfish Grahams – S'Mores
- Pepperidge Farm Goldfish Grahams – Strawberry Shortcake
- Pepperidge Farm Goldfish Grahams – Vanilla Cupcake

Snack Crackers (continued)

- 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

Mixed Dishes

- Pepperidge Farm Goldfish Mac & Cheese – Butter Parmesan
- Pepperidge Farm Goldfish Mac & Cheese – Cheddar
- Pepperidge Farm Goldfish Mac & Cheese – Cheesy Pizza
- Pepperidge Farm Goldfish Mac & Cheese – Nacho Cheese

The Coca-Cola Company

Not engaging in child-directed advertising

ConAgra Foods, Inc.

Frozen Meals¹

- Kid Cuisine Beef Patty with Cheese & Bun
- Kid Cuisine Cheese Pizza
- 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 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 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 Dinosaurs (15 oz.)
- Chef Boyardee Mini Micro Beef Ravioli (7.5 oz.)
- Chef Boyardee Mini Os (15 oz.)
- Chef Boyardee Mini Sea Life Shapes (14.75 oz.)
- Chef Boyardee Mini Sea Life Shapes Microwave Bowl (7.25 oz.)
- Chef Boyardee Mini Sports Shapes (14.75 oz.)
- Chef Boyardee Mini Sports Shapes Microwave Bowl (7.25 oz.)
- Chef Boyardee Pizza Twist (7.25 oz.)
- Chef Boyardee Spicy Beef Ravioli (15 oz.)

¹ 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, Cherry, Key Lime, Peach, Raspberry, Strawberry, Toasted Coconut Vanilla, Tropical Fruit, Vanilla
- Activia Greek Light Nonfat Yogurt – Blueberry, Cherry, Peach, Strawberry, Vanilla
- Activia Light Nonfat Yogurt
- Activia Lowfat Yogurt with Fiber
- DanActive Light Probiotic Cultured Dairy Drink
- DanActive Probiotic Cultured Dairy Drink
- Danimals Crunchers Nonfat Yogurt with Grahams
- Danimals Drinkable Smoothie
- Danimals Greek Lowfat Yogurt
- 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 Nonfat Yogurt (Portion Size: 4 oz., 6 oz. and 8 oz.)
- Light & Fit Nonfat Yogurt Drinks (Protein Shakes)
- Oikos Greek Nonfat Yogurt – Blackberry, Blueberry, Cherry, Honey, Peach, Pineapple, Pomegranate, Strawberry, Strawberry Banana, Vanilla
- Oikos Greek Nonfat Yogurt – Plain
- Oikos Triple Zero Greek Nonfat Yogurt

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

Cereals²

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

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*

² 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.

Kraft Foods Group, Inc.

Juices

- Capri Sun 100% Juice – Berry, Grape, Apple, 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 Meals³

- Lunchables with 100% Juice – Turkey & Cheddar Sub Sandwich
- Lunchables with 100% Juice – Pepperoni Pizza
- Lunchables with 100% Juice – Kabobbles Chicken Poppers
- Lunchables with Smoothie⁴ – Ham and American Sub Sandwich with Strawberry Banana Smoothie
- Lunchables with Smoothie⁴ – Kabobbles Chicken Poppers with Strawberry Banana Smoothie
- Lunchables with Smoothie⁴ – Pepperoni Pizza with Strawberry Banana Smoothie
- Lunchables with Smoothie⁴ – Turkey and Cheddar Sub Sandwich with Strawberry Banana Smoothie

Beverages (exempt⁵)

- Capri Sun Roarin' 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)

Mars, Incorporated

Not engaging in child-directed advertising

³ 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.kraftfoods.com.

⁴ The *Lunchables with Smoothie* combinations will be discontinued in the second half of 2015.

⁵ "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 Meal⁶
4 Piece Chicken McNuggets
Kids Size Fries
Cuties Mandarin
1% Low-Fat White Milk
- Chicken McNuggets Happy Meal⁶
4 Piece Chicken McNuggets
Kids Size Fries
Cuties Mandarin
Fat-Free Chocolate Milk
- Chicken McNuggets Happy Meal⁶
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 Meal⁶
Hamburger
Kids Size Fries
Cuties Mandarin
1% Low-Fat White Milk
- Hamburger Happy Meal⁶
Hamburger
Kids Size Fries
Cuties Mandarin
Fat-Free Chocolate Milk
- Hamburger Happy Meal⁶
Hamburger
Kids Size Fries
Cuties Mandarin
100% Apple Juice Box

⁶ In December 2014, McDonald's introduced Cuties mandarins as a fresh, whole fruit side option in its kids' meals. Cuties were available seasonally from December through March.

Mondelēz Global LLC

Snack Crackers

- Cheese Nips Baked Snack Crackers (“Cheese Nips”) Angry Birds – Naturally Flavored Cheddar (Serving size: 30 g)
- Cheese Nips Mini Angry Birds – Naturally Flavored Cheddar (Serving size: 28 g)
- Cheese Nips Angry Birds Go Cup – Naturally Flavored Cheddar (Serving size: 30 g)
- Cheese Nips Despicable Me – Naturally Flavored Cheddar (Serving size: 30 g)
- Cheese Nips Despicable Me Go Cup – Naturally Flavored Cheddar (Serving size: 30 g)
- Cheese Nips Despicable Me Lunchbox – Naturally Flavored Cheddar (Serving size: 28 g)
- Honey Maid Grahams Angry Birds – Honey (Serving sizes: 28 g and 30 g)
- Honey Maid Grahams Mini Angry Birds Go Cup – Honey (Serving size: 30 g)
- Honey Maid Grahams Despicable Me (Serving size: 30 g)
- Honey Maid Grahams Despicable Me Lunchbox (Serving size: 28 g)
- Honey Maid Grahams – Cinnamon (Serving size: 31 g)
- Honey Maid Grahams – Chocolate (Serving size: 31 g)
- Honey Maid Grahams – Honey (Serving size: 31 g)
- Honey Maid Grahams – Low Fat Cinnamon (Serving size: 31 g)
- Honey Maid Grahams – Low Fat Honey (Serving size: 35 g)
- Honey Maid Grahams Fresh Stacks – Honey (Serving size: 30 g)
- Honey Maid Go Bites Filled Crackers – Chocolate (Serving size: 30 g)
- Honey Maid Go Bites Filled Crackers – Vanilla (Serving size: 30 g)
- Honey Maid Grahamfuls Filled Crackers – Banana Vanilla Crème (Serving size: 25 g)

Snack Crackers (continued)

- Honey Maid Grahamfuls Filled Crackers – Cinnamon Crème (Serving size: 25 g)
- Honey Maid Grahamfuls Filled Crackers – Peanut Butter & Chocolate (Serving size: 25 g)
- Honey Maid Grahamfuls Filled Crackers – S’Mores (Serving size: 25 g)
- Honey Maid Squares – Honey (Serving size: 30 g)
- Teddy Grahams Graham Snacks – Chocolate (Serving sizes: 28 g and 30 g)
- Teddy Grahams Graham Snacks – Cinnamon (Serving sizes: 28 g and 30 g)
- Teddy Grahams Graham Snacks – Honey (Serving sizes: 28 g and 30 g)
- Teddy Grahams Graham Snacks – Chocolatey Chip (Serving size: 30 g)
- Teddy Grahams Graham Snacks – Mixed Berry (Serving size: 30 g)
- Teddy Grahams Graham Snacks – Strawberry Banana (Serving size: 30 g)
- Teddy Grahams Graham Snacks Big Bag – Cinnamon (Serving size: 30 g)
- Teddy Grahams Graham Snacks Snak Sak – Honey (Serving size: 30 g)

Sugar-Free Gum (exempt⁷)

- Trident Extra Care (all 3 flavors)
- Trident Layers (all 8 flavors)
- Trident Base (all 16 flavors)
- Trident Base Pellets (both flavors)
- Trident Splash (all 4 flavors)
- Trident White (all 5 flavors)
- Dentyne Ice (all 5 flavors)
- Dentyne Fire (Spicy Cinnamon)
- Dentyne Pure (both flavors)
- Stride (base) (all 4 flavors)
- Stride Sour Patch (all 4 flavors)
- Stride Spark (both flavors)
- iD (From the makers of Stride) (both flavors)

⁷ Sugar-free mints and gums are exempt from the uniform nutrition criteria.

Nestlé USA

Not engaging in child-directed advertising

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
- Marshmallow Pebbles
- Poppin' Pebbles

Bars

- Post Fruity Pebbles Treats

Unilever United States

Popsicles

- Popsicle® AirHeads™
- Popsicle® AirHeads™ Blue Raspberry/Watermelon
- Popsicle® Hello Kitty™ Face Bar
- Popsicle® Hello Kitty™ Fun Bunch
- Popsicle® Jelly Belly™
- Popsicle® Marvel Avengers
- Popsicle® Orange Burst Pop Ups®
- Popsicle® Orange Cherry Grape
- Popsicle® Reckless Rainbow Pop Ups®
- Popsicle® Red Classics™
- Popsicle® Scribblers® (per one pop)
- Popsicle® SpongeBob Squarepants™ Pop Ups®
- Yosicle® Swirlz™ Chocolate/Vanilla
- Yosicle® Swirlz™ Strawberry/Raspberry & Strawberry/Banana