Supplement to Pledge Concerning Advertising to Children

Mondelēz Global LLC

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This document supplements our Pledge of April 27, 2015.

Mondelēz Global LLC (“MG”) has additional products that we may advertise to children consistent with the terms of our Pledge. The nutrition information for these products is provided with this Supplement.

New Products
Honey Maid Grahams – Star Wars (5/2015)
Teddy Grahams Birthday Cake - (5/2015)
Dentyne Ice – Winter Chill (1/2015)
Trident Layers –Watermelon + Tropical Fruit (1/2015)
Trident – Wintergreen, Perfect Peppermint (1/2015)
Trident Unwrapped – Bubblegum, Original, Spearmint, Tropical Twist, Watermelon Twist (1/2015)
Trident Base Pellets- Very Berry (2/2015)

Delisted Products
Honey Maid Grahams Filled Crackers – Banana Vanilla (4/9/2015)
Honey Maid Grahams Filled Crackers – Cinnamon Creme (4/9/2015)
Honey Maid Grahams – Angry Birds Lunchbox (12/14)
Cheese Nips Baked Snack Crackers – Angry Birds Lunchbox (12/14)
Teddy Grahams Mixed Berry (12/14)
Teddy Grahams Strawberry Banana (12/14)
Dentyne Ice – Mint Medley, Mint Frost (1/2015)
Trident - Black Raspberry Twist, Pineapple Twist (1/2015)
Trident Layers – Cool Mint + Melon Fresco (1/2015)
ID Stride (Peppermint, Spearmint) (1/2015)

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The Pledge applies to MG’s business in the United States, and may be amended at any time. Supplements and amendments to our Pledge will be submitted for consultation and acceptance to the Children’s Food and beverage Advertising Initiative of the Council of Better Business Bureaus, Inc. Pledges are monitored by the Initiative.