



## Children's Food & Beverage Advertising Initiative Synopsis of Participants' Nutrition Standards

Participant	Calories (per serving/ meal)	Fat <sup>1</sup>	Sodium	Sugars	Positive Nutrients/ Food Group to Encourage*
<b>Burger King Corp.</b>					
Burger King Corp. has adopted CFBAI's Category-Specific Uniform Nutrition Criteria for Category 10 (Meals). See Attachment A.					
<b>Campbell Soup Company</b>					
Soup	≤ 150	<b>Total Fat:</b> ≤ 3g <b>Sat Fat:</b> ≤ 1g & ≤ 15% kcal <b>Trans Fat:</b> 0g Labeled	≤ 480 mg	≤ 12g (excluding f/v/dairy)**	≥ 1 serving of vegetables or 10% DV of a vitamin or mineral
Canned Pasta	≤ 300	<b>Total Fat:</b> w/o meat ≤ 35% kcal; w/meat ≤ 10g <b>Sat Fat:</b> w/o meat ≤ 10% kcal; w/meat ≤ 4.5g <b>Trans Fat:</b> w/o meat Labeled 0g; w/meat Labeled ≤ 0.5g, provided only from meat or dairy	≤ 600 mg	≤ 12g (excluding f/v/dairy)**	≥ 1 serving of vegetables or one-ounce equivalent of whole grains, plus 10% DV of 2 or more nutrients
Baked Snacks (≤ 100 kcal portion control products also qualify)	≤ 170	<b>Total Fat:</b> ≤ 35% kcal <b>Sat Fat:</b> ≤ 10% kcal <b>Trans Fat:</b> 0g Labeled	≤ 290 mg	≤ 12g (excluding f/v/dairy)**	Not Specified
Breads	Campbell has adopted Category Three of CFBAI's Category-Specific Uniform Nutrition Criteria. See Attachment A.				
<b>The Coca-Cola Company</b>					
Does not engage in food and beverage product advertising primarily directed to children under 12.					
<b>ConAgra Foods***</b>					
As of Sept. 2012, ConAgra Foods adopted CFBAI's Category-Specific Uniform Nutrition Criteria now to be followed in tandem with ConAgra Foods' current Pledge nutrition guidelines, listed here. Until December 31, 2013, ConAgra Foods may advertise products that meet either its current Pledge nutrition guidelines or CFBAI's Category-Specific Uniform Nutrition Criteria.					
Meals	≤ 500	<b>Total Fat:</b> ≤ 35% kcal <b>Sat Fat:</b> ≤ 10% kcal <b>Trans Fat:</b> 0g Labeled	≤ 760 mg	≤ 25% of kcal added	≥ 10% DV of 3 nutrients ≥ ½ serving vegetables or fruit or 8g of whole grain
Canned Pasta	≤ 350	<b>Total Fat:</b> ≤ 35% kcal <b>Sat Fat:</b> ≤ 10% kcal <b>Trans fat:</b> 0g Labeled	≤ 750 mg	≤ 25% of kcal added	≥ 10% DV of 2 nutrients ≥ ½ serving vegetables or fruit or 8g of whole grain
Peanut Butter, Nuts and Seeds	≤ 210	<b>Total Fat:</b> Not Specified <b>Sat Fat:</b> Not Specified <b>Trans Fat:</b> 0g Labeled	≤ 480 mg	≤ 25% of kcal added	≥ 10% DV of 1 nutrient ≥ 1 ounce equivalent of meat and beans
<b>The Dannon Company</b>					
Yogurt, Dairy Snack & Drinkable Dairy Products <sup>2</sup>	Not Specified	<b>Total Fat:</b> ≤ 25% kcal <b>Sat Fat:</b> < 10% kcal or ≤ 1g <b>Trans Fat:</b> 0g Labeled	≤ 230 mg	≤ 12.5g added	≥ 10% DV of calcium
<b>General Mills<sup>3</sup></b>					
FDA "Healthy"	≤ 175	<b>Total Fat:</b> ≤ 3g <b>Sat Fat:</b> ≤ 15% kcal & ≤ 1g <b>Trans Fat:</b> 0g Labeled	≤ 480 mg	≤ 12g (exclusive of f/v/dairy)**	≥ 10% DV of vitamin A, vitamin C, calcium, iron, protein or fiber
General Mills Criteria	≤ 175	<b>Total Fat:</b> Not Specified <b>Sat Fat:</b> ≤ 2g <b>Trans Fat:</b> 0g Labeled	≤ 230 mg cereal/snack ≤ 480 mg side/main dish	≤ 12g (exclusive of f/v/dairy)**	≥ ½ serving of whole grain, fruit, vegetables or fat-free or low-fat dairy

<sup>1</sup> "0g" *trans* fat means less than 0.5g *trans* fatty acids per serving, excluding conjugated *trans*-fatty acids such as naturally occurring Conjugated Linoleic Acid (CLA). Under FDA's regulatory scheme, naturally occurring *trans* fat and added *trans* fat from partially hydrogenated fat are not distinguished. *Trans* fat occurs naturally in trace amounts in meat and dairy products. "No added" *trans* fat means no *trans* fat from non-animal sources. Some participants also set or rely on third-party standards that limit cholesterol. For simplicity sake, cholesterol limits are not included here.

<sup>2</sup> The criteria are based on "per labeled serving" to ensure that the "portion size" is recognized and thus ensure that the criteria is both "occasion" and "age" appropriate.

<sup>3</sup> Under General Mills' pledge, products must meet either FDA's criteria for "healthy" per labeled serving, or General Mills' own guidelines for Healthy Dietary Choices. Although not addressed in FDA's criteria for "healthy," General Mills also applies restrictions on calories, *trans* fat and sugars, on items that qualify as "healthy" per labeled serving.

Participant	Calories (per serving/ meal)	Fat <sup>1</sup>	Sodium	Sugars	Positive Nutrients/ Food Group to Encourage*
<b>Hershey Company</b>					
Does not engage in food and beverage product advertising primarily directed to children under 12.					
<b>Hillshire Brands (formerly Sara Lee Corp.)</b>					
Non-meat containing products	Not Specified	<b>Total Fat:</b> ≤ 3g <b>Sat Fat:</b> ≤ 1g & ≤ 15% kcal sat fat <b>Trans Fat:</b> 0g	≤ 480 mg	Not Specified	Fills a recognized nutritional need in children's diets and ≥ 10% DV of vitamin A, vitamin C, calcium, iron, protein or fiber
Meat containing products <sup>4</sup>	Not Specified	<b>Total Fat:</b> < 5g <b>Sat Fat:</b> < 2g <b>Trans Fat:</b> < 0.5g	≤ 480 mg	Not Specified	Fills a recognized nutritional need in children's diets and ≥ 10% DV of vitamin A, vitamin C, calcium, iron, protein or fiber
<b>Kellogg Company</b>					
All Products	≤ 200	<b>Total Fat:</b> Not specified <b>Sat Fat:</b> ≤ 2g <b>Trans Fat:</b> 0g Labeled	≤ 230 mg	≤ 12g(excluding f/v/dairy)**	Not Specified
<b>Kraft Foods Group, Inc.***</b>					
As of Jan. 1, 2012, Kraft is using CFBAI's Category-Specific Uniform Nutrition Criteria and the Smart Choices Program criteria, listed here. Products may qualify under either set of criteria until Dec. 31, 2013, when CFBAI's criteria become effective.					
100% Fruit Juice	Not Specified	<b>Total Fat:</b> ≤ 3g <b>Sat Fat:</b> ≤ 1g <b>Trans Fat:</b> 0g Labeled	≤ 240 mg	0g added	≥ 10% DV of vitamin A, C, E, calcium, potassium, fiber or magnesium OR ½ serving of fruit, vegetables, whole grains or fat-free/low-fat milk products
Beverages	≤ 40 ≤ 20 must only meet nutrients to limit	<b>Total Fat:</b> ≤ 3g <b>Sat Fat:</b> ≤ 1g <b>Trans Fat:</b> 0g Labeled	≤ 140 mg	Not Specified	≥ 10% DV of vitamin A, C, E, calcium, potassium, fiber or magnesium OR ≥ ½ serving of fruit, vegetables, whole grains or fat-free/low-fat milk products
Snack Foods & Sweets	≤ 160	<b>Total Fat:</b> ≤ 35% kcal <b>Sat Fat:</b> < 10% kcal <b>Trans Fat:</b> 0g Labeled	≤ 240 mg	≤ 25% of kcal added	≥ 10% DV of vitamin A, C, E, calcium, potassium, fiber or magnesium OR ½ serving of fruit, vegetables, whole grains or fat-free/low-fat milk products
Entrées, Sandwiches, Main Dishes, & Meal Replacements	≤ 450	<b>Total Fat:</b> ≤ 35% kcal <b>Sat Fat:</b> < 10% kcal <b>Trans Fat:</b> 0g Labeled	≤ 600 mg	≤ 25% of kcal added	≥ 10% DV of vitamin A, C, E, calcium, potassium, fiber or magnesium OR ≥ 1 serving of fruit, vegetables, whole grains (half of the grains must be whole) or fat-free/low-fat milk products
Cheeses & Cheese Substitutes	Not Specified	<b>Total Fat:</b> ≤ 3g <b>Sat Fat:</b> ≤ 2g <b>Trans Fat:</b> 0g Labeled	≤ 240 mg	≤ 25% of kcal added	≥ 10% DV of vitamin A, C, E, calcium, potassium, fiber or magnesium OR ½ serving of fruit, vegetables, whole grains or fat-free/low-fat milk products
<b>Mars</b>					
Does not engage in food and beverage product advertising primarily directed to children under 12.					
<b>McDonald's USA</b>					
McDonald's has adopted CFBAI's Category-Specific Uniform Nutrition Criteria for Category 10 (Meals). See Attachment A.					
<b>Nestlé USA</b>					
100% Juice	≤ 170 (Calories vary by variety due to natural variations in sugar content)	<b>Total Fat:</b> 0g <b>Sat Fat:</b> 0g <b>Trans Fat:</b> 0g	≤ 70 mg	No added	≥ 10% DV of at least 1 nutrient

<sup>4</sup> Hillshire Brands uses the definition for "extra lean," as defined by the U.S. Department of Agriculture (USDA) for the basis of its standard. For individual foods, as defined by the USDA, the fat criterion applies per RACC and per 100 grams. The fat criteria for meal type and main dish products, as defined by the USDA, are applied per labeled serving and per 100 grams.

Participant	Calories (per serving/ meal)	Fat <sup>1</sup>	Sodium	Sugars	Positive Nutrients/ Food Group to Encourage*
Choc. Ready to Drink & Powdered Flavored Milk <sup>5</sup>	≤ 170	<b>Total Fat:</b> ≤ 3g <b>Sat Fat:</b> ≤ 2g <b>Trans Fat:</b> 0g Labeled	≤ 140 mg	≤ 12.5g added	≥ 10% DV of at least 1 nutrient
Calcium Fortified Low-Fat Milk	≤ 100	<b>Total Fat:</b> ≤ 2.5g <b>Sat Fat:</b> ≤ 1.5g <b>Trans Fat:</b> 0g Labeled	≤ 125 mg	No added	≥ 10% DV of at least 1 nutrient
<b>PepsiCo, Inc.</b>					
PepsiCo has adopted new global nutrition criteria for advertising to children. See Attachment B.					
<b>Post Foods, LLC</b>					
Cereals	≤ 200	<b>Total Fat:</b> ≤ 3g <b>Sat Fat:</b> ≤ 1g <b>Trans Fat:</b> 0g	≤ 230 mg	≤ 11g (excluding f/v/dairy)**	≥ 10% DV fiber OR ≥ 8g whole grains OR A good source of ≥ 6 essential vitamins or minerals
Cereal Bars	≤ 150	<b>Total Fat:</b> ≤ 4g <b>Sat Fat:</b> ≤ 2g <b>Trans Fat:</b> 0g	≤ 150 mg	≤ 12g (excluding f/v/dairy)**	≥ 10% DV fiber OR ≥ 8g whole grains OR A good source of ≥ 6 essential vitamins or minerals
<b>Unilever</b>					
Popsicles	≤ 110	<b>Total Fat:</b> Not Specified <b>Sat Fat:</b> ≤ 2.5g per serving <b>Trans Fat:</b> < 2% of kcal excluding CLA <sup>1</sup>	≤ 1.6 mg/kcal or ≤ 100 mg/serving	≤ 25% total by weight and ≤ 20% added by weight	Not Specified
Peanut Butter	Not Specified	<b>Total Fat:</b> Not Specified <b>Sat Fat:</b> ≤ 10% kcal or ≤ 33% of total fat <b>Trans Fat:</b> < 2% of kcal excluding CLA <sup>1</sup>	≤ 1.6 mg/kcal or ≤ 100 mg/serving	≤ 25% of kcal total or ≤ 7g/100g of added	Not Specified

\* Some participant standards require that a product provide at least a "good" (10-19% DV) source of one or more nutrients, or a "shortfall nutrient for children," or a functional benefit and/or contain at least a half serving of a food group to encourage (fruits, vegetables, whole grains and fat-free or low-fat dairy). "Shortfall nutrients for children" mean calcium, potassium, fiber, magnesium and vitamin E — nutrients identified by the 2005 Dietary Guidelines for Americans as being a shortfall in children's diets. For fruits and vegetables, a half serving equals ¼ cup. For dairy, a half serving is 4 ounces and for whole grain a half serving is 8 grams.

\*\* Excluding f/v/dairy means excludes sugars naturally occurring in fruits, vegetables and dairy.

\*\*\* Criteria only for advertised product categories.

<sup>5</sup> Powdered flavored milk is evaluated against the criteria "as consumed," once reconstituted in fat-free or low-fat milk. For the powdered flavored milk category, on label dual nutrition facts information is provided for "as purchased" and "as prepared." Reconstitution instructions call for low-fat milk. The total sugars value for the "as purchased" would be equal to added sugars in this case. Under FDA rounding rules, the nutrition facts panel may declare up to 13 grams of total sugars and still meet the criteria outlined above.

**Attachment A. CFBAI Category-Specific Uniform Nutrition Criteria**

Product Category	Unit	Nutrients to Limit (NTL)				Nutrition Components to Encourage (NCTE)	Notes
		Calories	Sat Fat	Sodium	Total Sugars		
1. Juices	LSS	≤ 160	0 g	≤ 140 mg	No added sugars	≥ ½ c F/V juices	<ul style="list-style-type: none"> <li>- A serving must contain ≥ 4 fl oz of 100% F/V juice</li> <li>- Sugars limited to those naturally occurring in F/V</li> </ul>
2. Dairy products							
- Milks and milk substitutes	8 fl oz	≤ 150	≤ 2 g	≤ 200 mg	≤ 24 g	1 c dairy	<ul style="list-style-type: none"> <li>- For LSS &lt; 8 fl oz, NTL &amp; NCTE to be scaled proportionately</li> <li>- Powder/syrup flavorings mixed with 8 fl oz non-fat milk are allowed ≤ 25 g total sugars as prepared</li> </ul>
- Yogurts and yogurt-type products	6 oz	≤ 170	≤ 2 g	≤ 140 mg	≤ 23 g	≥ ½ c dairy <b>and</b> ≥ 10% DV calcium	<ul style="list-style-type: none"> <li>- 6 oz (170 g) is most common single serving size</li> <li>- For LSS &lt; 6 oz, NTL &amp; NCTE to be proportionately lower</li> </ul>
- Dairy-based desserts	½ c	≤ 120	≤ 2 g	≤ 110 mg	≤ 20 g	≥ ¼ c dairy <b>and</b> ≥ 10% DV calcium	<ul style="list-style-type: none"> <li>- Serving sizes limited to ½ c</li> <li>- For LSS &lt; ½ c, NTL &amp; NCTE to be scaled proportionately</li> </ul>
- Cheese and cheese products	LSS	≤ 80	≤ 3 g	≤ 290 mg	≤ 2 g	≥ ½ c dairy equivalent (provides ≥ 10% DV calcium)	<ul style="list-style-type: none"> <li>- For LSS &lt; 1 oz, NCTE to be scaled to ≥ ⅓ c dairy equivalent and ≥ 10% DV calcium</li> </ul>
3. Grain, fruit and vegetable products, and items not in other categories	LSS	≤ 150	≤ 1.5 g	≤ 290 mg	≤ 10 g	≥ ½ serving of F/V/D/WG or ≥ 10% DV of any essential nutrient	<ul style="list-style-type: none"> <li>- Subcategories differentiate, on a calorie basis, among products that have a small RACC (i.e., ≤ 30 g or ≤ 2 tbsp) and/or are lighter in density (e.g., g/cup) from those with a larger RACC and/or higher density</li> <li>- Examples of ≤ 150 calorie products: most children’s breakfast cereals, crackers, &amp; pretzels</li> <li>- Examples of &gt; 150-200 calorie products: denser breakfast cereals (e.g., shredded wheat), waffles, &amp; vegetable products with sauces</li> </ul>
	LSS	> 150-200	≤ 2 g	≤ 360 mg	≤ 12 g		
4. Soups and meal sauces	LSS	≤ 200	≤ 2 g	≤ 480 mg	≤ 6 g	≥ ½ serving of F/V/D/WG or ≥ 10% DV of any essential nutrient	<ul style="list-style-type: none"> <li>- Tomato-based products allowed ≤ 12 g of total sugars/LSS to include sugars naturally occurring in tomatoes &amp; those added to balance product pH</li> </ul>
5. Seeds, nuts, and nut butters and spreads	1 oz or 2 tbsp	≤ 220	≤ 3.5 g	≤ 240 mg	≤ 4 g	≥ 1 oz protein equivalent	<ul style="list-style-type: none"> <li>- For LSS &lt; 1 oz or 2 tbsp, NTL &amp; NCTE to be scaled proportionately</li> </ul>
6. Meat, fish, and poultry products	LSS	≤ 120	≤ 2 g	≤ 480 mg	≤ 2 g	≥ 1 oz equivalent of meat, fish, or poultry, <b>and</b> ≥ 10% DV of any essential nutrient	<ul style="list-style-type: none"> <li>- For LSS ≤ 1 oz, NTL reduced to ≤ 60 kcal, ≤ 1 g sat fat, ≤ 240 mg sodium and ≤ 1 g total sugars</li> </ul>
7. Mixed dishes	LSS	≤ 280	≤ 2.5 g	≤ 540 mg	≤ 10 g	≥ ½ serving of F/V/D/WG or ≥ 10% DV of <i>two</i> essential nutrients	<ul style="list-style-type: none"> <li>- Products include casseroles, burritos, pizzas, &amp; sandwiches that do not meet FDA/USDA definition for <i>main dishes</i></li> <li>- Items that contain ≤ 200 kcal and meet NTL criteria may qualify if they contain ≥ ½ serving of F/V/D/WG or ≥ 10% DV of any essential nutrient</li> </ul>

Product Category	Unit	Nutrients to Limit (NTL)				Nutrition Components to Encourage (NCTE)	Notes
		Calories	Sat Fat	Sodium	Total Sugars		
8. Main dishes and entrées	LSS	≤ 350	≤ 10% kcal	≤ 600 mg	≤ 15 g	≥ 1 serving of F/V/D/WG or ≥ ½ serving of F/V/D/WG and ≥ 10% DV of two essential nutrients	– Items must meet FDA/USDA definition for <i>main dishes</i>
9. Small meals	LSS	≤ 450	≤ 10% kcal	≤ 600 mg	≤ 17/12 g (See notes)	≥ 1½ servings of F/V/D/WG or ≥ 1 serving of F/V/D/WG and ≥ 10% DV of three essential nutrients	– Small meals contain multiple items but do not meet FDA/USDA definition for <i>meals</i> – Meals must meet FDA/USDA definition for <i>meals</i> – Sugars from <u>one</u> qualifying milk/milk substitute, <u>or</u> qualifying yogurt/yogurt-type product, <u>or</u> qualifying fruit (i.e., without added sugars) <u>or</u> qualifying F/V juice are not counted in the 17 g or 20 g total sugars limits
10. Meals (entrée and other items including a beverage)	Meal	≤ 600	≤ 10% kcal	≤ 740 mg	≤ 20/15 g (See notes)	≥ 2 servings of F/V/D/WG or ≥ 1½ serving of F/V/D/WG and ≥ 10% DV of three essential nutrients	– When <u>two</u> qualifying items are present, the sugars from both items are not counted in the total sugars limit, but the limits (to account for all other items) are reduced to 12 g (small meals) and 15 g (meals) – All other NTL criteria for small meals and meals (calorie, sat fat, and sodium limits) must be met

**Trans fat.** The criteria for *trans* fat is 0 g labeled for all categories. For foods in the meat and dairy categories served as individual foods or as part of composite dishes or meals (e.g., soups, mixed dishes, entrées, meal-type products), naturally occurring *trans* fats are excluded.

#### Exemptions

- Sugar-free mints and gum.
- The following products also are exempt from the nutrient criteria specified above, except as indicated in notes to Categories 9 & 10:
  - Fruit products without added sugars;
  - Vegetable products without added fats and which meet FDA regulations for “very low sodium;”
  - Beverages, including bottled waters, that meet FDA regulations for “low calorie” and “very low sodium” (diet sodas are excluded from this exemption).

#### Abbreviations and Glossary

DV: Daily Value.

Essential Nutrients: Those occurring naturally in foods (or that are added to foods to meet standards of identity or to restore nutrients lost in processing), and for which a DV has been established. If fortification is used to meet the criteria, the nutrient must be a DGA 2010 nutrient of concern (calcium, fiber, potassium, vitamin D) or a nutrient that is required to be listed on the Nutrition Facts Panel (iron, vitamins A & C).

F/V/D/WG: Any combination of fruits, vegetables, non/low-fat dairy, and/or whole grains.

LSS: Labeled serving size.

NA: Not applicable.

NCTE: Nutrient components to encourage are F/V/D/WG or Essential Nutrients.

NTL: Nutrients to limit are calories, saturated (sat) fat, *trans* fat, sodium and total sugars.

Qualifying F/V Juice: Any fruit or vegetable juice or blend that contains no added sugars and meets the requirements of Category 1.

Qualifying Flavored Milk/Milk Substitute/Yogurt/Yogurt-type Product: These are products that meet the Category 2 criteria for milk/milk substitutes, or yogurt/yogurt-type products.

RACC: Reference amount customarily consumed.

Serving(s): See USDA Food Group Serving Equivalents.

Total Sugars: Include naturally occurring and added sugars.

## Attachment B. Summary of PepsiCo Global Nutrition Criteria for Advertising to Children

### SNACKS AND FOODS:

Total Fat	≤ 35% of Calories <sup>1,2</sup>
Saturated Fat	≤ 10% of Calories <sup>3</sup>
Trans Fat	< 0.5g per Reference Quantity <sup>4</sup>
Cholesterol	≤ 30mg per Reference Quantity
Sodium	≤ 150mg per Reference Quantity
Added Sugar	≤ 10% of Calories <sup>5</sup>
Food Group to Encourage	At least ½ serving of one Food Group to Encourage <sup>6</sup> per Reference Quantity
Nutrient to Encourage	OR Minimum content of one locally relevant Nutrient to Encourage <sup>7</sup> per Reference Quantity

**CALORIE LIMIT FOR SNACKS ONLY:**<sup>8</sup> All snacks to be advertised to children must also have no more than 150 Calories per package.

#### Footnotes:

- Savory Snacks** may contain up to 43% of Calories from total fat IF they also contain ONE FULL SERVING of a Food Group to Encourage.
- Seeds, Nuts and Nut Butters** (e.g. whole tree nuts, peanuts, seeds, tahini, peanut paste) and **Nut-Containing Products** (which contain at least 50% nuts and ≤1g added fat) are not required to meet the Total Fat limit.
- Seeds, Nuts and Nut Butters** may contain up to 15% of Calories from Saturated Fat.
- Reference Quantities** have been established for a wide range of snacks and foods e.g. 30g crisps, 30g nuts, 40g grain-based bars, 30g ready-to-eat breakfast cereal, 50g bread, 245ml soup.
- Sweet Snacks, Breakfast Cereals, Sauces and Dips** may contain up to 25% of Calories from added sugar IF they also contain ONE FULL SERVING of a Food Group to Encourage
- Food Group to Encourage** = Fruit, Vegetables, Whole Grains, Low Fat Milk Products, Nuts/Legumes. Serving sizes have been determined for each Food Group.
- Nutrient to Encourage** = Protein, Fiber, Calcium, Potassium, Magnesium, Iron, Zinc, Folate, Vitamin A, Vitamin D, Vitamin C, Vitamin E (specific nutrients that may be used to meet this criterion are defined locally based on dietary gaps). Minimum contents per Reference Quantity have been determined for each Nutrient to Encourage.
- The **Calorie limit** applies to Snacks, but does not apply to foods (e.g. bread, pasta, pancakes, rice, breakfast cereals, oats pasta, sauces, soup, and dips). Examples of ‘Snacks’ subject to the calorie limit are potato chips, crisps, corn chips, popcorn, biscuits, crackers, bread snacks, muesli bars, grain-based bars, cookies, cakes, muffins, trail mix, nuts, seeds, nut clusters, nut/seed bars.

**BEVERAGES\*:** No Advertising to children of non-alcoholic beverages other than water (mineral, source and purified), fruit juice, and dairy-based beverage, as defined by local regulations.

\*Beverage restriction is based on the International Council of Beverages Associations (ICBA) Guidelines on Marketing to Children, which PepsiCo has adopted.