

## BBB Children’s Food and Beverage Advertising Initiative: Food and Beverage Products that Meet Participants’ Approved Nutrition Standards<sup>1</sup>

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### I. Introduction

The Initiative currently has 16 participants. Of these, four companies have elected not to engage in advertising primarily directed to children under 12. The other 12 have pledged that 100% of their advertisements to children under 12 in measured media (television, print, radio, and third-party internet sites) and in less traditional media (word of mouth advertising, mobile media, advergames, video/computer games and DVDs for G rated movies) will be better-for-you foods, as defined by nutrition standards based on government or other accepted standards that the BBB has approved.

### II. Participants who are not engaged in food and beverage product advertising primarily directed to children under 12:

1. Cadbury Adams, USA, LLC
2. The Coca-Cola Company
3. Hershey Company
4. Mars Snackfoods US, LLC

### III. Participants engaged in better-for-you product advertising primarily directed to children under 12:

1.	<a href="#">Burger King Corp.</a>	2
2.	<a href="#">Campbell Soup Company</a>	3
3.	<a href="#">ConAgra Foods, Inc.</a>	4
4.	<a href="#">The Dannon Company</a>	5
5.	<a href="#">General Mills Inc.</a>	6
6.	<a href="#">Kellogg Company</a>	7
7.	<a href="#">Kraft Foods Global, Inc.</a>	8
8.	<a href="#">McDonald’s USA</a>	9
9.	<a href="#">Nestlé USA</a>	10
10.	<a href="#">PepsiCo, Inc.</a>	11
11.	<a href="#">Post Foods</a>	12
12.	<a href="#">Unilever</a>	13

<sup>1</sup> These products may be the subject of advertising directed primarily to children under 12 based on original and supplemental or amended pledges.

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**Burger King Corp. <sup>2</sup>**

Mac & Cheese Kids Meal

- KRAFT® Macaroni & Cheese
- BK® Fresh Apple Fries, low-fat caramel dipping sauce
- HERSHEY'S® Fat Free White Milk

Hamburger Kids Meal

- Hamburger
- BK® Fresh Apple Fries, low-fat caramel dipping sauce
- Calcium-fortified MINUTE MAID® Apple Juice

4-pc CHICKEN TENDERS® Kids Meal

- 4-pc CHICKEN TENDERS®
- BK® Fresh Apple Fries, low-fat caramel dipping sauce
- HERSHEY'S® Fat Free White Milk

Kids Breakfast Muffin Sandwich Kids Meal

- Kids Breakfast Muffin Sandwich (Egg, American Cheese and an English Muffin)
- BK® Fresh Apple Fries, low-fat caramel dipping sauce
- Calcium-fortified MINUTE MAID® Apple Juice

In addition, the side dish and beverages may be advertised individually.

<sup>2</sup> On April 27, 2009, Burger King Corp. transitioned from HERSHEY'S® 1% Low-Fat White Milk to HERSHEY'S® Fat Free White Milk in BURGER KING® restaurants nationwide. As of that date, the KRAFT® Macaroni & Cheese advertised Kids Meal and the CHICKEN TENDERS® advertised Kids Meal will include HERSHEY'S® Fat Free White Milk.

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**Campbell Soup Company**

Soups

- Campbell's Tomato
- Campbell's Chicken & Stars
- Campbell's Double Noodle
- Campbell's Dora the Explorer Shaped Pasta with Chicken
- Campbell's Chicken NoodleO's
- Campbell's Goldfish Shaped Pasta with Chicken
- Campbell's "Cars" Shaped Pasta with Chicken
- Campbell's Mega Noodle
- Campbell's Shrek Shaped Pasta with Chicken
- Campbell's Chicken Alphabet
- Campbell's Goldfish Shaped Pasta and Meatballs
- Campbell's Curly Noodle
- Campbell's Condensed Soup – Princess

Canned Pastas

- Campbell's SpaghettiOs plain
- Campbell's SpaghettiOs with meatballs
- Campbell's SpaghettiOs plus Calcium
- Campbell's SpaghettiOs – Princess Shapes with Meatballs
- Campbell's SpaghettiOs – Princess Shapes

Snack Crackers

- Pepperidge Farm Goldfish Cheddar
- Pepperidge Farm Goldfish Made with Whole Grain
- Pepperidge Farm Flavor Blasted Goldfish – Xtra Cheddar
- Pepperidge Farm Flavor Blasted Goldfish – Xplosive Pizza
- Pepperidge Farm Flavor Blasted Goldfish – Racing Ranch
- Pepperidge Farm Flavor Blasted Goldfish – Slammin' Sour Cream and Onion
- Pepperidge Farm Goldfish Mix Up Adventures
- Pepperidge Farm Goldfish – Colors
- Pepperidge Farm Goldfish – Chocolate Goldfish Grahams
- Pepperidge Farm Goldfish – Honey Goldfish Grahams
- Pepperidge Farm Goldfish – Cinnamon Goldfish Grahams
- Pepperidge Farms Goldfish – Vanilla Goldfish Grahams

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**ConAgra Foods, Inc.**

Frozen Meals

- Kid Cuisine Deep Sea Adventure Fish Sticks
- Kid Cuisine KC's Primo Pepperoni Double Stuffed Pizza
- Kid Cuisine Carnival Corn Dog
- Kid Cuisine Bug Safari Chicken Breast Nuggets
- Kid Cuisine Twist & Twirl Spaghetti & Mini Meatballs
- Kid Cuisine Pop Star Popcorn Chicken
- Kid Cuisine Dip and Dunk Toasted Ravioli
- Kid Cuisine Cowboy KC's Ham and Cheese Ropers
- Kid Cuisine Fiesta Chicken and Cheese Quesadillas
- Kid Cuisine All-Star Chicken Breast Nuggets
- Kid Cuisine Magical Cheese Stuffed Crust Pizza
- Kid Cuisine KC's Constructor Cheeseburger
- Kid Cuisine Cheese Blaster Mac-n-Cheese
- Kid Cuisine Karate Chop Chicken Sandwich
- Kid Cuisine Campfire Hotdog

Peanut Butter

- Peter Pan Creamy peanut butter
- Peter Pan Crunchy peanut butter
- Peter Pan Creamy Whipped peanut butter
- Peter Pan Reduced Fat Creamy peanut butter
- Peter Pan Reduced Fat Crunchy peanut butter
- Peter Pan Plus Creamy peanut butter
- Peter Pan Honey Roast Creamy peanut butter
- Peter Pan Honey Roast Crunchy peanut butter

Canned Pasta

- Chef Boyardee Microwave Bowls - Rice with Chicken and Vegetables
- Chef Boyardee ABC's & 123's Plain in sauce
- Chef Boyardee Dinosaurs Plain in sauce
- Chef Boyardee Mini O's
- Chef Boyardee Big Beef Ravioli
- Chef Boyardee Mini Bites Micro Beef Ravioli
- Chef Boyardee Forkables Sports
- Chef Boyardee Forkables Sea Life

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**The Dannon Company, Inc.**

Dairy Products

- Danonino Dairy Snack
- Danimals Low-fat Yogurt (Crush Cup and Coolision)
- Danimals Drinkable Smoothies
- Dannon Plain Nonfat Yogurt
- All Natural Low-fat Yogurt
- Activia Lowfat Yogurt
- Activia Light Non-fat Yogurt
- Activia Fiber
- Light N Fit Nonfat Yogurt
- Light N Fit Dairy Based Smoothie
- Danactive Light Probiotic Cultured Dairy Drink
- NutriDay
- Greek Fruit on the Bottom
- Greek Plain

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**General Mills Inc.**

Cereals

- Cinnamon Toast Crunch
- Cocoa Puffs
- Cocoa Puffs Combos
- Cookie Crisp
- Honey Nut Cheerios
- Lucky Charms
- Chocolate Lucky Charms
- Reese's Puffs
- Trix
- Frosted Cheerios
- Cookie Crisp Sprinkles
- Chocolate Cheerios

Yogurts

- Yoplait Go-Gurt (all flavors)
- Yoplait Splitz (all flavors)
- Yoplait Trix (all flavors)

Snacks

- Fruit by the Foot (all flavors)
- Fruit Roll-Ups (all flavors)
- Fruit Roll-Up Stickerz (all flavors)
- Fruit Gushers Flavor (all flavors)
- Fruit Shapes (all flavors)

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**Kellogg Company**

Cereal

- Apple Jacks®
- Corn Pops®
- Froot Loops®
- Froot Loops® Reduced Sugar
- Kellogg's® Frosted Flakes®
- Kellogg's® Frosted Flakes® Reduced Sugar
- Kellogg's® Rice Krispies®

Snacks

- Keebler® Gripz® Variety 14 Pack (Sunshine® Cheez-It®, Keebler® Chips Deluxe®, Keebler® Grahams® Cinnamon)
- Keebler® Gripz® Chips Deluxe®
- Keebler® Gripz® Grahams® (Chocolate Chip)
- Yo-gos® Bits (all flavors) <sup>3</sup>

<sup>3</sup> Yogos® Bits contain approximately 1g of sugar from fruit.

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**Kraft Foods Global, Inc.**

100% Fruit Juice

- Capri Sun 100% Juice (all flavors)

Beverages

- Kool-Aid Singles (all flavors)
- Kool-Aid Sugar Free (all flavors)
- Kool-Aid Fun Fizz Drink Drops (all flavors)
- Capri Sun Roarin’ Waters (all flavors)
- Capri Sun Juice Drinks (all flavors)
- Capri Sun Sunrise Juice Drinks (all flavors)

Snack Foods and Sweets

- Nabisco Teddy Grahams (all flavors)
- Ritz Bits Cracker Sandwiches – Peanut Butter Chocolatey Blast
- Honey Maid Bees Grahams – Honey
- Honey Maid Grahams – SpongeBob SquarePants
- Kraft Macaroni and Cheese Baked Cheese Crackers – Parmesan Crunch
- Cheese Nips Crackers – SpongeBob SquarePants

Cheeses and Cheese Substitutes

- Kraft Singles Swiss Pasteurized Prepared Cheese Product
- Kraft Singles Sharp Pasteurized Prepared Cheese Product
- Kraft Singles American Pasteurized Prepared Cheese Product (19g and 21g)
- Kraft Singles Melt Downs Products (Nacho, Pizza and Taco Flavors)

Entrees, Sandwiches, Main Dishes, and Meal Replacements<sup>4</sup>

- Kraft Macaroni & Cheese Shapes
- Kraft Macaroni & Cheese Spirals
- Kraft Easy Mac Macaroni & Cheese Dinner – Original Flavor
- Kraft Macaroni and Cheese Dinner - Cheddar Explosion
- Kraft Macaroni and Cheese Dinner – Cups, Cheddar Explosion
- Kraft Macaroni and Cheese Dinner – Cups, Toy Story
- Kraft Macaroni and Cheese Dinner – Cups, Spongebob
- Kraft Macaroni and Cheese Dinner – Microwavable Animal Shapes
- Kraft Macaroni and Cheese Dinner – Microwavable Extreme Cheese
- Lunchables – Chicken Dunks
- Lunchables– Cheese Pizza with Water
- Lunchables – Turkey and Cheddar Sub with Water
- Lunchables Basic Sub – Turkey and Cheddar
- Lunchables Fun Pack – BBQ Chicken Shake Up
- Lunchables Basic Sub – Breaded Chicken Nuggets and Mozzarella
- Lunchables Basic Sub – Sliced Chicken and American
- Lunchables Fun Pack – Turkey and Mozzarella Cracker Stacker

<sup>4</sup> The content of *Lunchables* products may vary from time to time. Although the main component will remain the same, Kraft Foods 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 stay within the boundaries of the *Sensible Solution* criteria or the *Smart Choices Program* criteria. For the most current information about *Lunchables* products’ content, consult the Kraft Foods’ website at [www.kraftfood.com](http://www.kraftfood.com).



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**McDonald's, USA**

Chicken McNuggets Happy Meal

- 4 Piece Chicken McNuggets
- Apple Dippers with Low-Fat Caramel Apple Dip
- 1% Low-Fat White Milk

Hamburger Happy Meal

- Hamburger
- Apple Dippers with Low-Fat Caramel Apple Dip
- 1% Low-Fat White Milk

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**Nestlé USA**

100% Fruit Juice

- Nestlé Juicy Juice (all flavors)

Sparkling Flavored Juice Beverage

- Nestlé Juicy Juice Sparkling Flavored Juice Beverage

Chocolate Flavored Milk and Powder

- Nesquik Ready to Drink Chocolate Low-Fat Milk No Sugar Added
- Nesquik Powder Chocolate – 25% Less Sugar
- Nesquik Powder Chocolate – No Sugar Added

Calcium Fortified Low-Fat Milk

- Nesquik Calcium Fortified Low-Fat Milk

Push Up Frozen Dessert

- Nestlé Push Up Variety Pack
- Nestlé Push Up Rainbow
- Nestlé Push Up Laffy Taffy
- Nestlé Push Up Nesquik Milk Chocolate/Double Chocolate Swirl

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**PepsiCo, Inc.<sup>5</sup>**

Snacks

- Quaker Chewy 25% Less Sugar Granola bars
- Quaker Chewy 90 Calorie Granola bars

<sup>5</sup>PepsiCo has hundreds of products that meet its *Smart Spot* criteria. It chooses, however, to feature only a handful of products in child-directed advertising.

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**Post Foods**

Cereals

- Fruity Pebbles
- Cocoa Pebbles
- Honey-Comb
- Alpha-Bits
- Cupcake Pebbles
- Marshmallow Pebbles

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**Unilever, United States**

Popsicles

- Screwball Cherry
- Big Stick Cherry/Pineapple
- Lick A Color
- Bubble Gum Swirl
- Cotton Candy Swirl
- Creamsicle Bar
- Creamsicle Pop
- No Sugar Added Creamsicle
- Low-Fat Creamsicle
- Dora the Explorer
- Popsicle Dora The Explorer
- Firecracker Jr.
- Firecracker Red, White & Blue
- Firecracker with Exploding Candy Tip
- Firecracker Sour
- Fudgsicle Bar
- Fudgsicle Pop
- Fudgsicle 100 Calorie Giant Fudge Bar
- Fudgsicle Triple Chocolate
- Low Fat Fudgsicle
- Fat Free Fudgsicle Bar
- No Sugar Added Fudgsicle
- Sugar Free Healthy Bunch
- Popsicle Shot Cookies and Cream
- Lemon Lime Shots
- Super Sour Shots
- Popsicle Sugar Free LifeSaver Pops
- Mega Missile Red White & Blue
- Mega Missile Firecracker

Popsicles

- Pop-Ups Reckless Rainbow Sherbet
- Pop-Ups Orange Burst
- Popsicle Juice Scribblers
- Slow Melt Pops
- Snow Cone
- Spiderman
- Nick Toons SpongeBob SquarePants
- Popsicle SpongeBob SquarePants Pop-Ups
- SpongeBob Banana Splits Shots
- Popsicle Super Heroes Meet Super Villains
- Popsicle Super Twins Orange, Cherry, Grape, Lime
- Swirlwinds
- Slow Melt Ice Age
- Jolly Rancher

Peanut Butter

- Skippy Natural Creamy Peanut Butter
- Skippy Creamy Peanut Butter
- Skippy Reduced Fat Creamy Peanut Butter
- Skippy Roasted Honey Nut Creamy Peanut Butter
- Skippy Natural Super Chunk Peanut Butter
- Skippy Super Chunk Peanut Butter
- Skippy Reduced Fat Super Chunk Peanut Butter
- Skippy Roasted Honey Nut Super Chunk Peanut Butter