I. Introduction

The Initiative currently has 17 participants. Of these, four companies have elected not to engage in advertising primarily directed to children under 12. The other 13 have pledged that 100% of their advertisements to children under 12 in measured media (television, print, radio, and third-party internet sites) and in digital/social media (word of mouth advertising, mobile media, advergames, video/computer games and DVDs for G rated movies) will be for healthier or better-for-you foods, as defined by nutrition standards that are 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 Incorporated

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

1. Burger King Corp.
2. Campbell Soup Company
3. ConAgra Foods, Inc.
4. The Dannon Company
5. General Mills Inc.
6. Kellogg Company
8. McDonald’s USA
9. Nestlé USA
11. Post Foods
12. Sara Lee Corp.
13. Unilever

This listing is limited to products that the participants have indicated may be the subject of advertising directed primarily to children under 12. The participants have other products that meet their company-specific criteria that are not advertised to children. Note, some participants are starting to use the new CFBAI category-specific uniform nutrition criteria to qualify products that are advertised to children.
BBB Children’s Food and Beverage Advertising Initiative:  
Food and Beverage Products that Meet Participants’ Approved Nutrition Standards

**Burger King Corp.**

**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  
- 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.
## BBB Children’s Food and Beverage Advertising Initiative:
**Food and Beverage Products that Meet Participants’ Approved Nutrition Standards**

### 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 Toy Story Shaped Pasta with Chicken
- Campbell’s Chicken Alphabet
- Campbell’s SpongeBob Squarepants Shaped Pasta with Chicken
- 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

**Breads**
- Goldfish Sandwich Bread – 100% Whole Wheat
- Goldfish Sandwich Bread – 100% Honey Whole Wheat
- Goldfish Sandwich Bread – White

**Snack Crackers**
- Pepperidge Farm Goldfish – Cheddar
- Pepperidge Farm Goldfish – Cheddar Made with Whole Grain
- Pepperidge Farm Flavor Blasted Goldfish – Xtra Cheddar
- Pepperidge Farm Flavor Blasted Goldfish – Xplosive Pizza
- 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 Grahams – Honey
- Pepperidge Farm Goldfish – Goldfish S’Mores Adventures
- Flavor Blasted Goldfish Grahams – Vanilla Cupcake
- Flavor Blasted Goldfish Grahams – Xtra Chocolatey
- Flavor Blasted Goldfish – Wild White Cheddar
- Pepperidge Farms Goldfish – Chocolate Chip Grahams
### BBB Children’s Food and Beverage Advertising Initiative:
Food and Beverage Products that Meet Participants’ Approved Nutrition Standards

<table>
<thead>
<tr>
<th>Frozen Meals</th>
<th>Peanut Butters/Spreads</th>
<th>Pasta Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Kid Cuisine Deep Sea Adventure Fish Sticks</td>
<td>- Peter Pan Creamy peanut butter</td>
<td>- Chef Boyardee ABC’s &amp; 123’s (Plain)</td>
</tr>
<tr>
<td>- Kid Cuisine KC’s Primo Pepperoni Double Stuffed Crust Pizza</td>
<td>- Peter Pan Crunchy peanut butter</td>
<td>- Chef Boyardee Dinosaurs (Plain)</td>
</tr>
<tr>
<td>- Kid Cuisine Carnival Corn Dog</td>
<td>- Peter Pan Creamy Whipped peanut butter</td>
<td>- Chef Boyardee Mini O’s</td>
</tr>
<tr>
<td>- Kid Cuisine Bug Safari Chicken Breast Nuggets</td>
<td>- Peter Pan Reduced Fat Crunchy peanut butter</td>
<td>- Chef Boyardee Overstuffed Beef Ravioli</td>
</tr>
<tr>
<td>- Kid Cuisine Twist &amp; Twirl Spaghetti with Mini Meatballs</td>
<td>- Peter Pan Reduced Fat Creamy peanut butter</td>
<td>- Chef Boyardee Mini Micro Beef Ravioli (microwave bowl)</td>
</tr>
<tr>
<td>- Kid Cuisine Pop Star Popcorn Chicken</td>
<td>- Peter Pan Plus Creamy peanut butter</td>
<td>- Chef Boyardee Mini Sports Shapes</td>
</tr>
<tr>
<td>- Kid Cuisine Fiesta Chicken and Cheese Quesadillas</td>
<td>- Peter Pan Honey Roast Creamy peanut butter</td>
<td>- Chef Boyardee Mini Sea Life Shapes</td>
</tr>
<tr>
<td>- Kid Cuisine All-Star Chicken Breast Nuggets</td>
<td>- Peter Pan Honey Roast Crunchy peanut butter</td>
<td>- Chef Boyardee 99% Fat Free Beef Ravioli</td>
</tr>
<tr>
<td>- Kid Cuisine Magical Cheese Stuffed Crust Pizza</td>
<td>- Peter Pan Peanut Butter Spread 100% Natural – Creamy</td>
<td>- Chef Boyardee Overstuffed Italian Sausage Ravioli</td>
</tr>
<tr>
<td>- Kid Cuisine KC’s Constructor Cheeseburger</td>
<td>- Peter Pan Peanut Butter Spread 100% Natural – Crunchy</td>
<td>- Chef Boyardee Cheese Ravioli (microwave bowl)</td>
</tr>
<tr>
<td>- Kid Cuisine Cheese Blaster Mac-n-Cheese</td>
<td></td>
<td>- Chef Boyardee Pepperoni Pizza Ravioli</td>
</tr>
<tr>
<td>- Kid Cuisine Karate Chop Chicken Sandwich</td>
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</tr>
</tbody>
</table>
BBB Children’s Food and Beverage Advertising Initiative:
Food and Beverage Products that Meet Participants’ Approved Nutrition Standards

The Dannon Company

Dairy Products
- Danimals Crush Cup Low-fat Yogurt
- Danimals Coolision Low-fat Yogurt
- Danimals Drinkable Smoothies
- Light N Fit Nonfat Yogurt (4 oz, 6 oz and 8 oz)
- Activia Light Non-fat Yogurt
- Activia Fiber
- Danactive Probiotic Cultured Dairy Drink
- Danactive Light Probiotic Cultured Dairy Drink
- Plain Nonfat Yogurt (8 oz and 6 oz)
- Greek Fruit on the Bottom (all varieties except honey)
- Greek Plain
BBB Children’s Food and Beverage Advertising Initiative: Food and Beverage Products that Meet Participants’ Approved Nutrition Standards

General Mills Inc.

Cereals
- Cinnamon Toast Crunch
- Cocoa Puffs
- Frosted Toast Crunch
- Honey Nut Cheerios
- Lucky Charms
- Reese’s Puffs
- Trix

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 Gushers (all flavors)
BBB Children’s Food and Beverage Advertising Initiative:  
Food and Beverage Products that Meet Participants’ Approved Nutrition Standards

Kellogg Company

Cereals
- Apple Jacks® cereal
- Corn Pops® cereal
- Froot Loops® cereal
- Froot Loops® cereal Reduced Sugar
- Kellogg’s Frosted Flakes® of Corn cereal
- Kellogg’s Frosted Flakes® of Corn cereal Reduced Sugar
- Kellogg’s Rice Krispies® cereal

Snacks
- Keebler® Gripz® snacks Variety 14 Pack™ (Sunshine® Cheez-It® crackers, Keebler® Chips Deluxe® cookies, Keebler® Grahams® snacks Cinnamon)
- Keebler® Gripz® Chips Deluxe® cookies
- Keebler® Gripz® Grahams (Chocolate Chip)
BBB Children’s Food and Beverage Advertising Initiative: 
Food and Beverage Products that Meet Participants’ Approved Nutrition Standards

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)
- 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)
- Honey Maid Grahams – SpongeBob SquarePants
- Cheese Nips Crackers – SpongeBob SquarePants

Cheeses and Cheese Substitutes
- Kraft/Polly-O 2% Milk Reduced Fat Mozzarella and Cheddar Cheese Twists
- Kraft Singles Swiss Pasteurized Prepared Cheese Product
- Kraft Singles Sharp Pasteurized Prepared Cheese Product
- Kraft Singles American Pasteurized Prepared Cheese Product (19g and 21g)

Entrees, Sandwiches, Main Dishes, and Meal Replacements²
- 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 – Fun Pack Chicken Dunks – Breaded Chicken Nuggets with 100% Fruit Juice
- Lunchables– Cheese Pizza with Water
- Lunchables – Turkey and Cheddar Sub with Water
- Lunchables Fun Pack – BBQ Chicken Shake Up
- Lunchables Basic Subs – Turkey and Cheddar Sub with Treat – no drink
- Lunchables with Fruit – Cheese Pizza with Pineapple Tidbits
- Lunchables with Fruit – Ham & American with Pineapple Tidbits
- Lunchables with Fruit – Peanut Butter and Jelly Fold Over Bread with Mandarin Oranges
- Lunchables with Fruit – Turkey and Cheddar with Mandarin Oranges

²The 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.
BBB Children’s Food and Beverage Advertising Initiative: 
Food and Beverage Products that Meet Participants’ Approved Nutrition Standards

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
BBB Children’s Food and Beverage Advertising Initiative: 
Food and Beverage Products that Meet Participants’ Approved Nutrition Standards

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
BBB Children’s Food and Beverage Advertising Initiative:  
Food and Beverage Products that Meet Participants’ Approved Nutrition Standards

PepsiCo, Inc.

Snacks
- Quaker Chewy Granola bar – Chocolate Swirl
- Quaker Chewy Granola bar – Chocolate Chip Cookie Dough
- Quaker Chewy Granola bar – Chocolatey Carmel
- Quaker Chewy Granola bar – Chocolatey Mint
- Tropicana Tropolis – Apple World
- Tropicana Tropolis – Grape World
- Tropicana Tropolis – Cherry World

Cereals
- QUAKER® INSTANT OATMEAL - Original Flavor
- QUAKER® Old Fashioned Oats
- QUAKER® Quick Oats
Post Foods

Cereals
- Fruity Pebbles
- Cocoa Pebbles
- Honey-Comb
- Alpha-Bits
- Marshmallow Pebbles
- Pebbles Boulders – Caramel Apple
- The Smurfs Cereal

Bars
- Post Fruity Pebbles Treats
- Post Cocoa Pebbles Treats
BBB Children’s Food and Beverage Advertising Initiative:
Food and Beverage Products that Meet Participants’ Approved Nutrition Standards

Sara Lee Corp.

Bakery products
- Soft & Smooth Made with Whole Grain White Bread
- Soft & Smooth Made with 100% Whole Wheat Bread
## BBB Children’s Food and Beverage Advertising Initiative:
### Food and Beverage Products that Meet Participants’ Approved Nutrition Standards

<table>
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<tr>
<th>Brand</th>
<th>Products</th>
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<tr>
<td></td>
<td>Peanut Butter: - Skippy Natural Creamy Peanut Butter - Skippy Creamy Peanut Butter</td>
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**September 2011**