I. Introduction

The Children’s Food and Beverage Advertising Initiative currently has 16 participants. Of these, three companies have elected not to engage in advertising primarily directed to children under 12 (“child-directed advertising”). The other 13 have pledged that 100% of their child-directed advertisements in measured media and in digital/social media 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.

This listing is limited to products that the participants have indicated may be the subject of child-directed advertising. 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.

II. Participants who are not engaged in child-directed food and beverage product advertising:

1. The Coca-Cola Company
2. Hershey Company
3. Mars Incorporated

III. Participants engaged in child-directed better-for-you product advertising:

1. Burger King Corp.
2. Campbell Soup Company
3. ConAgra Foods, Inc.
4. The Dannon Company, Inc.
5. General Mills Inc.
6. Hillshire Brands Co. (formerly Sara Lee Corp.)
7. Kellogg Company
8. Kraft Foods Group, Inc.
9. McDonald’s USA
10. Nestlé USA
11. PepsiCo, Inc.
12. Post Foods, LLC
13. Unilever
Burger King Corp.

<table>
<thead>
<tr>
<th>Kids Oatmeal</th>
<th>Hamburger Kids Meal</th>
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</thead>
<tbody>
<tr>
<td>Quaker® Oatmeal with Brown Sugar and Maple Flavor</td>
<td>Hamburger</td>
</tr>
<tr>
<td>BK® Fresh Apple Slices</td>
<td>BK® Fresh Apple Slices</td>
</tr>
<tr>
<td>Fat-Free White Milk</td>
<td>Calcium-Fortified Minute Maid® Apple Juice</td>
</tr>
<tr>
<td>Chicken Tenders Kids Meal</td>
<td>Hamburger Kids Meal</td>
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<tr>
<td>4-piece Chicken Tenders</td>
<td>Hamburger</td>
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</table>

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

Campbell Soup Company

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 – Goldfish S’Mores Adventures
- Flavor Blasted Goldfish Grahams – Vanilla Cupcake
- Flavor Blasted Goldfish Grahams – Xtra Chocolatey
- Flavor Blasted Goldfish – Wild White Cheddar
- Pepperidge Farm Goldfish – Chocolate Chip Grahams
- Pepperidge Farm Goldfish – Cookies and Cream Grahams
ConAgra Foods, Inc.

**Frozen Meals**
- Kid Cuisine Mini Corn Dogs
- Kid Cuisine Chicken Breast Nuggets
- Kid Cuisine Fun Shaped Chicken Breast Nuggets
- Kid Cuisine Hot Dog Meal
- Kid Cuisine Cheese Stuffed Crust Pizza Meal
- Kid Cuisine Beef Patty with Cheese & Bun
- Kid Cuisine Fish Sticks
- Kid Cuisine Pancakes
- Kid Cuisine Mac & Cheese
- Kid Cuisine Popcorn Chicken
- Kid Cuisine Spaghetti & Mini Meatballs
- Kid Cuisine Pepperoni Pizza

**Snacks**
- Kid Cuisine Strawberry Snack Stix
- Kid Cuisine Apple Cinnamon Snack Stix
- Kid Cuisine Peanut Butter and Grape Snack Stix
- Kid Cuisine Peanut Butter and Strawberry Snack Stix

**Peanut Butters/Spreads**
- Peter Pan Creamy peanut butter
- Peter Pan Crunchy peanut butter
- Peter Pan Reduced Fat Creamy peanut butter
- Peter Pan Reduced Fat Crunchy peanut butter

**Pasta Products**
- Chef Boyardee ABC’s & 123’s (Plain)
- Chef Boyardee Dinosaurs (Plain)
- Chef Boyardee Mini O’s
- Chef Boyardee Overstuffed Beef Ravioli
- Chef Boyardee Mini Micro Beef Ravioli (microwave bowl)
- Chef Boyardee Mini Sports Shapes
- Chef Boyardee Mini Sea Life Shapes
- Chef Boyardee 99% Fat Free Beef Ravioli
- Chef Boyardee Overstuffed Italian Sausage Ravioli
- Chef Boyardee Cheese Ravioli (microwave bowl)

The Dannon Company, Inc.

**Dairy Products**
- Activia Fiber Lowfat Yogurt
- Activia Light Nonfat Yogurt (Portion Size: 4 oz and 8 oz)
- Danactive Light Probiotic Cultured Dairy Drink
- Danactive Probiotic Cultured Dairy Drink
- Danimals Coolision Lowfat Yogurt
- Danimals Crunchers Nonfat Yogurt with Graham Toppers
- Danimals Crush Cup Lowfat Yogurt
- Danimals Drinkable Smoothies
- Danonino Dairy Snack (3.5 oz)
- Greek Oikos Plain Nonfat Yogurt
- Light N Fit Nonfat Yogurt (Portion Size: 4 oz, 6 oz and 8 oz)
- Plain Nonfat Yogurt (Portion Size: 6 oz and 8 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 12, will meet ConAgra Foods’ Pledge nutrition guidelines, and where feasible, ConAgra Foods will update the Pledge product list to reflect these short-term items.
Food & Beverage Products that Meet Participants’ Approved Nutrition Standards that May Be in Child-Directed Advertising

General Mills Inc.

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

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

Snacks
- Fruit by the Foot (all flavors)
- Fruit Roll-Ups (all flavors)
- Fruit Gushers (all flavors)
- Betty Crocker Fruit Flavored Shapes

*launching January 2013

Hillshire Brands Co. (formerly Sara Lee Corp.)

[No products at this time]

Kellogg Company

Cereals
- Kellogg’s® Apple Jacks® cereal
- Kellogg’s® Cinnamon Jacks® cereal
- Kellogg’s® Corn Pops® cereal
- Kellogg’s® Froot Loops® cereal
- Kellogg’s® Frosted Flakes® cereal
- Kellogg’s® Rice Krispies® cereal
- Kellogg’s® Frosted Mini-Wheats® cereal - Bite Size
- Kellogg’s® Krave® cereal – Chocolate and Double Chocolate

Snacks
- Keebler® Gripz® snacks Variety 14 Pack™ (Sunshine® Cheez-It® crackers, Keebler® Chips Deluxe® cookies, Keebler® Grahams® crackers Cinnamon)
- Keebler® Gripz® Chips Deluxe® cookies
- Keebler® Gripz® Grahams (Chocolate Chip)
- Kellogg’s® Pop-Tarts® Mini Crisps® baked snacks

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. These varieties meet Kellogg’s approved nutrition standards and may be placed in child-directed advertising.
### Kraft Foods Group, Inc.³

**100% Fruit Juice**
- Capri Sun 100% Juice (Fruit Punch, Berry, Apple, Grape, Citrus)

**Beverages**
- Kool-Aid Singles Drink Mix (all flavors)
- Capri Sun Roarin’ Waters (all flavors)
- Capri Sun Super V Fruit & Vegetable Juice Drink Blend From Concentrate (all flavors)

**Snack Foods and Sweets**
- Nabisco Teddy Grahams (all flavors)
- Nabisco Teddy Grahams Soft Paws (Apple Cinnamon and Oatmeal Raisin)
- Honey Maid Grahams – SpongeBob SquarePants
- Honey Maid Grahams (Honey, Low Fat Honey, Cinnamon, Low Fat Cinnamon, Chocolate)
- Honey Made Fresh stacks – Honey
- Honey Maid Lil’ Squares (Honey and Cinnamon)
- Honey Maid Grahamfuls Filled Crackers – Banana Vanilla
- Honey Maid Grahamfuls Filled Crackers – Peanut Butter
- Honey Maid Grahamfuls Filled Crackers – Peanut Butter and Chocolate
- Honey Maid Angry Birds Grahams – Honey
- Cheese Nips Crackers – SpongeBob SquarePants
- Cheese Nips Angry Birds Cheddar Baked Snack Crackers

**Cheeses and Cheese Substitutes**
- Kraft/Polly-O 2% Milk Reduced Fat Mozzarella and Cheddar Cheese Twists
- Kraft/Polly-O 2% Milk Reduced Fat Mozzarella Cheese Twists
- Kraft 2% String Cheese – Reduced Fat Mozzarella
- Kraft 2% Twist Cheese – Reduced Fat Mozzarella & Cheddar Cheese

**Gum**
- Trident Extra Care (all flavors)
- Trident Layers (all flavors)
- StrideiD Sugar-Free Gum – all flavors

**Entrees, Sandwiches, Main Dishes, and Meal Replacements⁴**
- Lunchables with Fruit - Turkey and Cheddar Flatbread Sandwich with Applesauce and 100% Fruit Juice
- Lunchables with Fruit – Ham and American Flatbread Sandwich with Applesauce and 100% Fruit Juice
- Lunchables with Smoothie - Turkey and Cheddar Sub Sandwich with Strawberry Banana Smoothie
- Lunchables with Smoothie - Chicken Strips with Strawberry Banana Smoothie

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³ Kraft’s pledge covers Cadbury Adams brands as of January 1, 2012.
⁴ 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 stay within the boundaries of the Smart Choices Program or the CFBAI’s uniform nutrition criteria. For the most current information about Lunchables products’ content, consult Kraft’s website at [www.kraftfoods.com](http://www.kraftfoods.com).
### McDonald’s USA

<table>
<thead>
<tr>
<th>Chicken McNuggets Happy Meal</th>
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<tbody>
<tr>
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<td>- Hamburger</td>
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<tr>
<td>- Kids Size Fries</td>
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<td>- 1% Lowfat White Milk</td>
<td>- Apple Juice Box</td>
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### Nestlé USA

<table>
<thead>
<tr>
<th>100% Fruit Juice</th>
<th>Ready-to-Drink Milk</th>
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<tbody>
<tr>
<td>- Nestlé Juicy Juice (all flavors)</td>
<td>- Nesquik Calcium Fortified Lowfat Milk</td>
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<tr>
<td></td>
<td>- Nesquik Calcium Fortified Lowfat Chocolate Milk</td>
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<td></td>
<td>- Nesquik Chocolate Lowfat Milk No Sugar Added</td>
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<table>
<thead>
<tr>
<th>Juice Beverages</th>
<th>Chocolate Flavored Milk Powder</th>
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<tbody>
<tr>
<td>Nestlé Juicy Juice Fruitifuls (Apple Quench, Berry Cherry Burst, Orange Strawbana Blast, and Punch Splash)</td>
<td>- Nesquik Powder Chocolate – 25% Less Sugar</td>
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<tr>
<td></td>
<td>- Nesquik Powder Chocolate – No Sugar Added</td>
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### PepsiCo, Inc.

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<tbody>
<tr>
<td>- Quaker® Instant Oatmeal – Original Flavor</td>
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<tr>
<td>- Quaker® Old Fashioned Oats</td>
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<td>- Quaker® Quick Oats</td>
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### Post Foods, LLC

<table>
<thead>
<tr>
<th>Cereals</th>
<th>Bars</th>
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<tbody>
<tr>
<td>- Fruity Pebbles</td>
<td>- Post Fruity Pebbles Treats</td>
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<tr>
<td>- Cocoa Pebbles</td>
<td>- Post Cocoa Pebbles Treats</td>
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<tr>
<td>- Honey-Comb</td>
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<td>- Alpha-Bits</td>
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<tr>
<td>- Marshmallow Pebbles</td>
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<tr>
<td>- Pebbles Boulders – Chocolate Peanut Butter</td>
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</table>
Unilever

Popsicles
Popsicle® 2 Ball Screwball® Cherry
Popsicle® AirHeads®
Popsicle® AirHeads® Blue Raspberry/Watermelon
Popsicle® AirHeads® White Mystery
Popsicle® Cyclone® Captain America™
Popsicle® Dora The Explorer™ Face Bar
Popsicle® Fat Frog
Popsicle® Firecracker® Jr. Captain America™
Popsicle® Iron Man™ Face Bar
Popsicle® Orange Burst Pop Ups®
Popsicle® Reckless Rainbow Pop Ups®
Popsicle® Scribblers®
Popsicle® Scribblers® Pop
Popsicle® Slow Melt Dora the Explorer™
Popsicle® Slow Melt Mighty Minis®
Popsicle® Sour Patch Kids™ Bar
Popsicle® Spider-Man® Face Bar
Popsicle® SpongeBob SquarePants™ Face Bar
Popsicle® SpongeBob SquarePants™ Pop Ups®
Popsicle® SpongeBob SquarePants™ Pop Ups® Pop
Popsicle® Marvel Super Heroes™
Yosicle® Duos™ Watermelon-Vanilla & Cotton Candy-Vanilla
Yosicle® Duos™ Purple Berry-Vanilla & Cherry-Vanilla
Yosicle® Layerz™
Yosicle® Torpedo™

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