

BBB Children's Food and Beverage Advertising Initiative: Food and Beverage Products that Meet Participants' Approved Nutrition Standards¹

I. Introduction:

The Initiative currently has 15 participants. Of these, four companies have elected not to engage in advertising primarily directed to children under 12. The other 11 have pledged that 100% of their advertisements to children under 12 in measured media (television, print, radio, and third-party internet sites) 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:

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

**BBB Children's Food and Beverage Advertising Initiative:
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Burger King Corp.²

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

BK BURGER SHOTS® Kids Meal

- BK BURGER SHOTS®
- 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

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

²On 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 included HERSHEY'S® Fat-Free White Milk.

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Campbell Soup Company

Soups

- Campbell's 25% Less Sodium Chicken Noodle
- Campbell's Tomato
- Campbell's Chicken & Stars
- Campbell's 25% Less Sodium Tomato
- Campbell's Double Noodle
- Campbell's Dora the Explorer Shaped Pasta with Chicken
- Campbell's Chicken NoodleO's
- Campbell's Goldfish 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 Pasta with Meatballs
- Campbell's Curly Noodle
- Campbell's Condensed Soup – Princess

Canned Pastas

- Campbell's SpaghettiOs plain
- Campbell's SpaghettiOs meatball
- 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 Cheddar made with Whole Grain
- Pepperidge Farm Flavor Blasted Goldfish – Xtra Cheddar
- Pepperidge Farm Flavor Blasted Goldfish – Nothin' But Nacho
- Pepperidge Farm Flavor Blasted Goldfish – Xplosive Pizza
- Pepperidge Farm Flavor Blasted Goldfish – Monstrous Mozzarella Sticks
- Pepperidge Farm Flavor Blasted Goldfish – Racing Ranch
- Pepperidge Farm Goldfish Mix Up Adventures
- Pepperidge Farm Goldfish – Colors

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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 Cheeseburger Builder
- Kid Cuisine Cheese Blaster Mac-n-Cheese
- Kid Cuisine Karate Chop Chicken Sandwich

Canned Pasta

- Chef Boyardee Microwave Bowls - Bite Size Beef Ravioli
- Chef Boyardee Microwave Bowls - Rice with Chicken and Vegetables
- Chef Boyardee Two Pepperoni Pizza Kit
- Chef Boyardee Pepperoni Pizza Kit
- Chef Boyardee Two Cheese Pizza Kit
- Chef Boyardee Lasagna Dinner Kit
- Chef Boyardee ABC's & 123's Plain in sauce
- Chef Boyardee Dinosaurs Plain in sauce
- Chef Boyardee Cheese Tortellini

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 8 Creamy peanut butter
- Peter Pan Honey Roast Creamy peanut butter
- Peter Pan Honey Roast Crunchy peanut butter

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The Dannon Company

Dairy Products

- Danonino Dairy Snack
- Danimals Low-Fat Yogurt
- Danimals Drinkable Smoothies
- Dannon Plain Nonfat Yogurt
- All Natural Low-Fat Yogurt
- Activia Lowfat Yogurt
- Activia Light Non-Fat Yogurt
- Light N Fit Nonfat Yogurt
- Light N Fit Dairy Based Smoothie
- Danactive Light Probiotic Cultured Dairy Drink

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General Mills Inc.

Cereals

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

Yogurts

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

Snacks

- Fruit by the Foot (all flavors)
- Fruit RollUps (all flavors)
- Fruit Stickerz (all flavors)
- Fruit Gushers (all flavors)

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Kellogg Company

Cereal and Breakfast Items

- Apple Jacks®
- Cereal straws (Apple Jacks™, Cocoa Krispies™ and Froot Loops™)
- Cocoa Krispies®
- Corn Pops®
- Eggo® Crunch Maple
- Eggo® French Toast Sticks (Maple)
- Eggo® Waffles (all flavors except Chocolate Chip)
- Froot Loops® (all flavors except marshmallow)
- Frosted Mini-Wheats® (all flavors except Maple/Brown Sugar)
- Hannah Montana (third party mark, not owned by Kellogg)
- High School Musical (third party mark, not owned by Kellogg)
- Jumbo Multi-Grain Krispies™
- Keebler Cookie Crunch™
- Kellogg's Frosted Flakes® (all flavors)
- Mini-Swirlz® Cinnamon
- Pop-Tarts® toaster pastries (Brown Sugar Cinnamon Whole Grain)
- Rice Krispies® (all flavors)
- Rice Krispies Treats®

Snacks

- Dora the Explorer* Animal Crackers
- Cheez-It® Gripz® (Regular and Nacho) crackers
- Fruit Snack pieces (all flavors)³
- Grahams (all flavors except Fudge Shoppe® Deluxe Grahams) crackers
- Gripz® Cookies (Chips DeLuxe® Rainbow™ and Chocolate Chip)
- Keebler® Iced Animal Cookies
- Rice Krispies Treats® snack squares (all flavors)
- Sponge Bob* Cheez-It crackers
- Yogos Rollers® (all flavors)
- Yogos® Bits (all flavors)³
- Zoo and Sea-licious Animal Crackers

* Third-party trademark.

³ Fruit Snack pieces, as labeled, contain approximately 13g of sugar, of which approximately 1g is from fruit. Yogos® Bits also contain approximately 1g of sugar from fruit.

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Kraft Foods Global, Inc.

Ready-to-Drink Beverages

- Capri Sun Roarin' Waters (all flavors)
- Capri Sun Juice Drinks (all flavors)
- Capri Sun 100% Juice (all flavors)
- Capri Sun Sunrise Juice Drinks (all flavors)
- Kool-Aid Jammers 10 (all flavors)

Powdered Beverages

- Kool-Aid Singles (all flavors)
- Kool-Aid Sugar Free (all flavors)

Crackers and Cookies

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

Cheese and Dairy

- Kraft Singles American Pasteurized Prepared Cheese Product
- Kraft Singles Sharp Pasteurized Prepared Cheese Product
- Kraft Singles Swiss Pasteurized Prepared Cheese Product

Convenient Meal Products⁴

- Lunchables Chicken Dunks
- Lunchables Fun Pack Extra Cheesy Pizza
- Lunchables Fun Pack Pepperoni Pizza
- Lunchables Max'd Out Cheese Pizza
- Lunchables Mini Hot Dogs
- Lunchables Beef Tacos Wrapz
- Lunchables Pizza Treatza
- Lunchables Chicken Wrapz
- Lunchables Max'd Out Pepperoni Pizza
- Lunchables Lunch Combinations – Cheese Pizza
- Lunchables Lunch Combinations – Turkey and Cheddar Sub
- Kraft Easy Mac Macaroni & Cheese Dinner – Original Flavor
- Kraft Macaroni & Cheese Shapes
- Kraft Macaroni & Cheese Spirals

Granola and Cereal Bars

- Balance BKids Bar (Chocolate Chip; Peanut Butter)

⁴The 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.

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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

Grilled Snack Wrap with choice of 3 sauces (ranch, honey mustard, and chipotle BBQ)

- Grilled Snack Wrap
- Fruit and Yogurt Parfait with Granola
- Bottled Water

Snack Wrap with choice of 3 sauces (ranch, honey mustard, and chipotle BBQ)

- Snack Wrap
- Fruit and Yogurt Parfait with Granola
- Bottled Water

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Nestlé USA

100% Fruit Juices

- Nestlé Juicy Juice (all flavors)

Chocolate Flavored Milk and Powder

- 8 ounce 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.⁵

Beverages

- Gatorade Thirst Quencher (all flavors)

Cereal⁶

- Cap'n Crunch
- Cap'n Crunch's Crunchberries

⁵ 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.

⁶ Under PepsiCo's pledge, it also may market to children, on a temporary basis as seasonal or other special occasion items, other versions of its approved Cap'n Crunch products. Such products will be limited to products that meet PepsiCo's pledge-approved *Smart Spot* nutrition criteria. For the most current information about Cap'n Crunch cereals, consult the Cap'n Crunch website at www.capncrunch.com.

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Unilever

Popsicles

- Big Stick Cherry/Pineapple
- Bubble Gum Swirl
- Cotton Candy Swirl
- Dora the Explorer
- Creamsicle Bar
- Creamsicle Pop
- No Sugar Added Creamsicle
- Low-Fat Creamsicle
- 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
- Hyper Stripe
- Lemon Lime Shots
- LifeSavers Pops
- Lick A Color
- Mega Missile Explosion
- Mega Missile Red White & Blue
- Mega Missile Firecracker
- Mega Missile Mega Warheads
- Mega Missile Watermelon
- Nick Toons SpongeBob SquarePants
- Popsicle Diet Soda Pops
- Popsicle Dora The Explorer
- Popsicle Juice Scribblers
- Popsicle SpongeBob SquarePants Pop-Ups
- Popsicle Shot Cookies and Cream
- Popsicle Sugar Free LifeSaver Pops
- Popsicle Super Heroes Meet Super Villains
- Popsicle Super Twins Orange, Cherry, Grape, Lime
- Popsicle Twister

Popsicles

- Pop-Ups Reckless Rainbow Sherbet
- Pop-Ups Orange Burst
- Screwball Cherry
- Slow Melt Pops
- Slow Melt Ice Age
- Snoopy
- Snow Cone
- Spiderman
- SpongeBob Banana Splits Shots
- Sugar Free Healthy Bunch
- Super Sour Shots
- Swirlwinds
- The Great White

Peanut Butter

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