

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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¹These 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.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 will include 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

Pudding

- Hunt's Snack Pack Sugar Free Vanilla
- Hunt's Snack Pack No Sugar Added Chocolate

Canned Pasta³

- 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 ABCs n 123s 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

³In addition to those *Chef Boyardee* products listed below, ConAgra Foods may advertise other *Chef Boyardee* products prior to the June 2009 effective date in the company's pledge for this product line. As of June 2009, ConAgra Foods will only advertise *Chef Boyardee* products to children that meet its approved nutrition criteria and/or that are accompanied by a healthy life style message.

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The Dannon Company, Inc.

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

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

Yogurts

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

Snacks

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

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Kellogg Company

Cereal and Breakfast Items

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

Snacks

- Keebler® Iced Animal Cookies
- Gripz® Cookies (Chips DeLuxe® Rainbow™ and Chocolate Chip)
- Zoo and Sea-licious Animal Crackers
- Grahams (all flavors except Fudge Shoppe® Deluxe Grahams) crackers
- Dora the Explorer* Animal Crackers
- Cheez-It® Gripz® (Regular and Nacho) crackers
- Sponge Bob* Cheez-It crackers
- Rice Krispies Treats® snack squares (all flavors)
- Yo-gos Rollers® (all flavors)
- Yo-gos® Bits (all flavors)⁴
- Fruit Snack pieces (all flavors)⁴

* Third-party trademark

⁴Fruit 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

- Nabisco Teddy Grahams
- Ritz Bitz Soccer Sandwiches
- Nabisco Confetti Crème Ritz Bits Cracker Sandwiches

Cheese and Dairy

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

Convenient Meal Products⁵

- Kraft Macaroni & Cheese Shapes
- Kraft Macaroni & Cheese Spirals
- Kraft Easy Mac Macaroni & Cheese Dinner – Original Flavor
- 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

Granola and Cereal Bars

- Balance BKids Bar (Chocolate Chip; Peanut Butter)

⁵ 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 *Sensible Solution* criteria. For the most current information about *Lunchables* products' content, consult the Kraft 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

- 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 Choc Swirl

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PepsiCo, Inc.

Beverages

- Gatorade Thirst Quencher (all flavors)

Cereal

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

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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
- Popsicle Diet Soda Pops
- 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
- Hyper Stripe
- Popsicle Shot Cookies and Cream
- Lemon Lime Shots
- Super Sour Shots
- Popsicle Sugar Free LifeSaver Pops
- LifeSavers Pops
- Mega Missile Explosion
- Mega Missile Red White & Blue
- Mega Missile Firecracker
- Mega Missile Mega Warheads
- Mega Missile Watermelon

Popsicles

- Pop-Ups Reckless Rainbow Sherbet
- Pop-Ups Orange Burst
- Popsicle Juice Scribblers
- Slow Melt Pops
- Snoopy
- 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
- The Great White
- Popsicle Twister

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