



Restated Kellogg Company Pledge Concerning Advertising to Children

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Effective December 31, 2013, the Kellogg Company Pledge to The Children's Food and Beverage Advertising Initiative (CFBAI), as amended on November 13, 2013, will be restated as follows:

1. Kellogg Company has adopted the CFBAI's Uniform Nutrition Criteria for products advertised in the United States to children under the age of 12. Kellogg Company has discontinued its use of the Kellogg Global Nutrient Criteria (KGNC), except as the KGNC applies to sodium¹, when determining which products can be advertised to children under the age of 12. The CFBAI's Uniform Nutrition Criteria is now used to help guide Kellogg Company in connection with the advertising of products in child-directed media pursuant to its Pledge obligations.
2. Included in this section is the list of products Kellogg Company can advertise to children under the age of 12 pursuant to the CFBAI's Uniform Nutrition Criteria:
 - a. *Kellogg's Cinnamon Jacks cereal (12g of whole grains)*
 - b. *Kellogg's Corn Pops cereal*
 - c. *Kellogg's Frosted Flakes cereal*
 - d. *Kellogg's Frosted Mini-Wheats Bite Size cereal (46g of whole grains)*
 - e. *Kellogg's Rice Krispies cereal*
 - f. *Kellogg's Scooby-Doo! Cereal (27g of whole grains)*
 - g. *Kellogg's Eggo Waffles Homestyle*
3. Attached to this Restated Pledge are the Nutrition Facts Panels for the above-mentioned products.

¹ Kellogg Company will continue to follow the KGNC for sodium because the KGNC sodium maximum is 230mg per serving, which is less than the 290mg set forth in CFBAI's Uniform Nutrition Criteria.

Kellogg's®
Cinnamon Jacks

Nutrition Facts		
Serving Size		1 Cup (28g)
Amount Per Serving	Cereal	with 1/2 cup skim milk
Calories	110	150
Calories from Fat	20	20
% Daily Value**		
Total Fat 2g*	3%	3%
Saturated Fat 0g	0%	0%
<i>Trans</i> Fat 0g		
Polyunsaturated Fat 1g		
Monounsaturated Fat 1g		
Cholesterol 0mg	0%	0%
Sodium 125mg	5%	8%
Potassium 45mg	1%	7%
Total Carbohydrate 24g	8%	10%
Dietary Fiber 3g	10%	10%
Sugars 10g		
Protein 2g		
Vitamin A	10%	15%
Vitamin C	25%	25%
Calcium	0%	15%
Iron	25%	25%
Vitamin D	10%	25%
Thiamin	25%	30%
Riboflavin	25%	35%
Niacin	25%	25%
Vitamin B ₆	25%	25%
Folic Acid	25%	25%
Vitamin B ₁₂	25%	35%
Zinc	10%	15%
* Amount in cereal. One half cup of skim milk contributes an additional 40 calories, 65mg sodium, 6g total carbohydrates (6g sugars), and 4g protein.		
** Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:		
	Calories	2,000 2,500
Total Fat	Less than 65g	80g
Sat. Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Potassium	3,500mg	3,500mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g

Ingredients: Whole grain yellow corn flour, sugar, wheat flour, whole grain oat flour, canola oil, oat fiber, contains 2% or less of salt, dextrose, fructose, cinnamon, natural and artificial flavor, yellow 6, red 40, BHT for freshness.

Vitamins and Minerals: Vitamin C (ascorbic acid), niacinamide, reduced iron, zinc oxide, vitamin B₆ (pyridoxine hydrochloride), vitamin A palmitate, vitamin B₂ (riboflavin), vitamin B₁ (thiamin hydrochloride and thiamin mononitrate), folic acid, vitamin D, vitamin B₁₂.

CONTAINS WHEAT INGREDIENTS. CORN USED IN THIS PRODUCT MAY CONTAIN TRACES OF SOYBEANS.

NLI#09135

Kellogg's®
Corn Pops®

Nutrition Facts		
Serving Size		1 Cup (30g)
Amount Per Serving	Cereal	with 1/2 cup skim milk
Calories	120	160
Calories from Fat	0	0
% Daily Value**		
Total Fat 0g*	0%	0%
Saturated Fat 0g	0%	0%
<i>Trans</i> Fat 0g		
Polyunsaturated Fat 0g		
Monounsaturated Fat 0g		
Cholesterol 0mg	0%	0%
Sodium 105mg	4%	7%
Potassium 35mg	1%	7%
Total Carbohydrate 27g	9%	11%
Dietary Fiber 3g	10%	10%
Sugars 9g		
Protein 1g		
Vitamin A	10%	15%
Vitamin C	10%	10%
Calcium	0%	15%
Iron	10%	10%
Vitamin D	10%	25%
Thiamin	25%	30%
Riboflavin	25%	35%
Niacin	25%	25%
Vitamin B ₆	25%	25%
Folic Acid	25%	25%
Vitamin B ₁₂	25%	35%
Zinc	10%	15%
* Amount in cereal. One half cup of skim milk contributes an additional 40 calories, 65mg sodium, 6g total carbohydrates (6g sugars), and 4g protein.		
** Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:		
	Calories	2,000 2,500
Total Fat	Less than 65g	80g
Sat. Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Potassium	3,500mg	3,500mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g

Ingredients: Milled corn, sugar, soluble corn fiber, contains 2% or less of molasses, salt, hydrogenated coconut and soybean oil, wheat starch, annatto color, BHT for freshness.

Vitamins and Minerals: Vitamin C (sodium ascorbate and ascorbic acid), niacinamide, zinc oxide, reduced iron, vitamin B₆ (pyridoxine hydrochloride), vitamin B₂ (riboflavin), vitamin B₁ (thiamin hydrochloride), vitamin A palmitate, folic acid, vitamin D, vitamin B₁₂.

CONTAINS WHEAT INGREDIENTS. CORN USED IN THIS PRODUCT MAY CONTAIN TRACES OF SOYBEANS.

NLI#09124

Kellogg's
Frosted Flakes®

Nutrition Facts		
Serving Size 3/4 Cup (29g)		
Amount Per Serving	Cereal	with 1/2 cup skim milk
Calories	110	150
Calories from Fat	0	0
% Daily Value**		
Total Fat 0g*	0%	0%
Saturated Fat 0g	0%	0%
Trans Fat 0g		
Polyunsaturated Fat 0g		
Monounsaturated Fat 0g		
Cholesterol 0mg	0%	1%
Sodium 150mg	6%	8%
Potassium 35mg	1%	7%
Total Carbohydrate 26g	9%	11%
Dietary Fiber <1g	3%	3%
Sugars 10g		
Protein 1g		
Vitamin A	10%	15%
Vitamin C	10%	10%
Calcium	0%	15%
Iron	25%	25%
Vitamin D	10%	25%
Thiamin	25%	25%
Riboflavin	25%	35%
Niacin	25%	25%
Vitamin B ₆	25%	25%
Folic Acid	25%	25%
Vitamin B ₁₂	25%	35%

* Amount in cereal; 1/2 cup skim milk adds 42 calories, 2mg cholesterol, 51mg sodium, 191mg potassium, 6g total carbohydrate (6g sugars), 4g protein.

** Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat. Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium		3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Ingredients: Milled corn, sugar, contains 2% or less of malt flavor, salt, BHT for freshness.

Vitamins and Minerals: Iron, vitamin C (ascorbic acid and sodium ascorbate), niacinamide, vitamin B₆ (pyridoxine hydrochloride), vitamin B₂ (riboflavin), vitamin B₁ (thiamin hydrochloride), vitamin A palmitate, folic acid, vitamin D, vitamin B₁₂.

CORN USED IN THIS PRODUCT MAY CONTAIN TRACES OF SOYBEANS.

NLI#09915

Kellogg's®
Frosted Mini-Wheats®
Bite Size

Nutrition Facts		
Serving Size 21 Biscuits (54g)		
Amount Per Serving	Cereal	with 1/2 cup skim milk
Calories	190	230
Calories from Fat	10	10
% Daily Value**		
Total Fat 1g*	2%	2%
Saturated Fat 0g	0%	0%
Trans Fat 0g		
Polyunsaturated Fat 0.5g		
Monounsaturated Fat 0g		
Cholesterol 0mg	0%	0%
Sodium 0mg	0%	3%
Potassium 200mg	6%	11%
Total Carbohydrate 46g	15%	17%
Dietary Fiber 6g	23%	23%
Soluble Fiber less than 1g		
Insoluble Fiber 5g		
Sugars 11g		
Protein 5g		
Vitamin A	0%	4%
Vitamin C	0%	0%
Calcium	0%	15%
Iron	90%	90%
Thiamin	25%	30%
Riboflavin	25%	35%
Niacin	25%	25%
Vitamin B ₆	25%	25%
Folic Acid	50%	50%
Vitamin B ₁₂	25%	35%
Phosphorus	15%	25%
Magnesium	10%	15%
Zinc	10%	15%
Copper	10%	10%

* Amount in cereal. One half cup of skim milk contributes an additional 40 calories, 65mg sodium, 6g total carbohydrates (6g sugars), and 4g protein.

** Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat. Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium		3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Ingredients: Whole grain wheat, sugar, contains 2% or less of brown rice syrup, gelatin, BHT for freshness.

Vitamins and Minerals: Reduced iron, niacinamide, vitamin B₆ (pyridoxine hydrochloride), vitamin B₂ (riboflavin), vitamin B₁ (thiamin hydrochloride), zinc oxide, folic acid, vitamin B₁₂.

CONTAINS WHEAT INGREDIENTS.

NLI#08923

Kellogg's®
Rice Krispies®

Nutrition Facts			
Serving Size		1 1/4 Cups (33g)	
Amount Per Serving	Cereal	with 1/2 cup skim milk	
Calories	130	170	
Calories from Fat	0	0	
% Daily Value**			
Total Fat 0g*	0%	0%	
Saturated Fat 0g	0%	0%	
<i>Trans</i> Fat 0g			
Polyunsaturated Fat 0g			
Monounsaturated Fat 0g			
Cholesterol 0mg	0%	0%	
Sodium 190mg	8%	10%	
Potassium 30mg	1%	7%	
Total Carbohydrate 29g 10% 12%			
Dietary Fiber 0g 0% 0%			
Sugars 4g			
Protein 2g			
Vitamin A	25%	30%	
Vitamin C	25%	25%	
Calcium	0%	15%	
Iron	50%	50%	
Vitamin D	15%	30%	
Vitamin E	25%	25%	
Thiamin	25%	30%	
Riboflavin	25%	35%	
Niacin	25%	25%	
Vitamin B ₆	25%	25%	
Folic Acid	50%	50%	
Vitamin B ₁₂	25%	35%	
* Amount in cereal. One half cup of skim milk contributes an additional 40 calories, 65mg sodium, 6g total carbohydrates (6g sugars), and 4g protein.			
**Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:			
	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat. Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium		3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Ingredients: Rice, sugar, contains 2% or less of salt, malt flavor. BHT added to packaging for freshness.

Vitamins and Minerals: Iron, vitamin C (ascorbic acid), vitamin E (alpha tocopherol acetate), niacinamide, vitamin A palmitate, vitamin B₆ (pyridoxine hydrochloride), vitamin B₂ (riboflavin), vitamin B₁ (thiamin hydrochloride), folic acid, vitamin B₁₂, vitamin D.

NLI#08863

Kellogg's®
Scooby-Doo!™ Cereal

Nutrition Facts			
Serving Size		1 Cup (32g)	
Amount Per Serving	Cereal	with 1/2 cup skim milk	
Calories	120	160	
Calories from Fat	10	10	
% Daily Value**			
Total Fat 1.5g*	2%	2%	
Saturated Fat 0g	0%	0%	
<i>Trans</i> Fat 0g			
Polyunsaturated Fat 0.5g			
Monounsaturated Fat 0.5g			
Cholesterol 0mg	0%	0%	
Sodium 110mg	5%	8%	
Potassium 95mg	3%	8%	
Total Carbohydrate 27g 9% 11%			
Dietary Fiber 3g 13% 13%			
Sugars 6g			
Protein 3g			
Vitamin A	10%	15%	
Vitamin C	25%	25%	
Calcium	0%	15%	
Iron	50%	50%	
Vitamin D	10%	25%	
Thiamin	25%	30%	
Riboflavin	25%	35%	
Niacin	25%	25%	
Vitamin B ₆	25%	25%	
Folic Acid	50%	50%	
Vitamin B ₁₂	25%	35%	
Zinc	10%	15%	
* Amount in cereal. One half cup of skim milk contributes an additional 40 calories, 65mg sodium, 6g total carbohydrates (6g sugars), and 4g protein.			
**Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:			
	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat. Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium		3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Ingredients: Whole grain yellow corn flour, whole wheat flour, sugar, whole grain oat flour, contains 2% or less of oat fiber, canola oil, salt, caramel color, natural and artificial flavor, annatto color, BHT for freshness.

Vitamins and Minerals: Vitamin C (ascorbic acid), reduced iron, niacinamide, zinc oxide, vitamin B₆ (pyridoxine hydrochloride), vitamin B₂ (riboflavin), vitamin B₁ (thiamin hydrochloride), vitamin A palmitate, folic acid, vitamin D, vitamin B₁₂.

CONTAINS WHEAT INGREDIENTS.

NLI#09168

Kellogg's®
Eggo® Waffles
Homestyle

Nutrition Facts		* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:		
Serving Size 2 Waffles (70g)		Calories	2,000	2,500
Servings Per Container 5				
Amount Per Serving				
Calories 190		Calories from Fat 70		
		% Daily Value*		
Total Fat 7g			11%	
Saturated Fat 2g			10%	
Trans Fat 0g				
Cholesterol 15mg			5%	
Sodium 360mg			15%	
Potassium 55mg			2%	
Total Carbohydrate 27g			9%	
Dietary Fiber less than 1g			3%	
Sugars 2g				
Protein 4g				
Vitamin A 20%	• Vitamin C 0%			
Calcium 25%	• Iron 25%			
Thiamin 20%	• Riboflavin 20%			
Niacin 20%	• Vitamin B ₆ 20%			
Folic Acid 15%	• Vitamin B ₁₂ 20%			
Phosphorus 20%				
		Ingredients: Enriched flour (wheat flour, niacin, reduced iron, vitamin B ₁ [thiamin mononitrate], vitamin B ₂ [riboflavin], folic acid), water, vegetable oil (soybean, palm, and/or canola oil), eggs, leavening (baking soda, sodium aluminum phosphate, monocalcium phosphate), contains 2% or less of sugar, salt, whey, soy lecithin, yellow 5, yellow 6.		
		Vitamins and Minerals: Calcium carbonate, vitamin A palmitate, reduced iron, niacinamide, vitamin B ₁₂ , vitamin B ₆ (pyridoxine hydrochloride), vitamin B ₁ (thiamin hydrochloride), vitamin B ₂ (riboflavin).		
		CONTAINS WHEAT, EGG, MILK AND SOY INGREDIENTS.		
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NLI# 10175