

## American Licorice Company CFBAI Commitments (May 2020)

### Entity covered

American Licorice Company  
1914 Happiness Way  
La Porte, IN, 46350

### Key contact

Clarence Walsh  
Vice President, Business Development Group  
Email: [CFBAI@amerlic.com](mailto:CFBAI@amerlic.com)

### Products covered by Pledge commitments

All products sold by American Licorice including: Red Vines®, Sour Punch®, and Super Ropes® candy.

As a CFBAI participant, American Licorice Company agrees to uphold the CFBAI Core Principles, 5<sup>th</sup> ed., specifically:

1. American Licorice will not advertise its products in advertising primarily directed to children under age 12.
2. This commitment applies to the following covered media:
  - Measured media, where the composition of the under 12 (ages 2 – 11) audience is estimated to be at least 30% of the expected total audience at the time of the media buy, including on TV, radio, Internet (third-party websites), and print (such as National Geographic for Kids);
  - Digital and online media, including where the composition of the under 12 audience is estimated to be at least 30% of the expected total audience for the site, app, or content in which the ad is placed, or considering other factors where audience composition is inadequate to make that determination\* ;
  - Covered media primarily directed to children under 12 includes:
    1. Television
    2. Radio
    3. Print
    4. Internet/digital media, including but not limited to
      1. Company-owned websites;
      2. Third-party websites, including display, banner, pop-up, audio, or video advertising;
      3. Mobile apps or mobile media, including advertising on phones, laptops, tablets, other personal digital devices, in whatever form, including email, text, IM or SMS messaging;

5. Platforms (e.g., YouTube) that may have content or channels that are primarily directed to children;
  6. Video and computer games that are primarily directed to children under age 12;
  7. DVDs of movies that are rated “G” whose content is primarily directed to children under age 12, and other DVDs whose content is primarily directed to children under age 12;
  8. Word of Mouth.
3. American Licorice will not advertise its products in primary and secondary schools, unless it falls into the exceptions enumerated by the CFBAI's Core Principles, such as charitable fundraising activities, sponsorship programs, or informal gifts or donations to elementary schools.
  4. American Licorice will not pay for or actively seek to place its foods or beverages in the program/editorial content of any medium primarily directed to children under age 12 for the purpose of promoting the sale of those products.
  5. American Licorice will not pay for or actively seek to integrate its foods in any medium primarily directed to children under age 12, including in interactive games or other digital content.
  6. American Licorice will not use influencers to promote its foods in communications primarily directed to children under 12.
  7. American Licorice will not use third-party licensed characters, celebrities or movie tie-ins in covered media.

The Company's associates, advertising and promotional and media buying agencies have been instructed to comply with this pledge commitment.

\*American Licorice acknowledges that CFBAI may consider an online ad to be primarily child-directed if the ad is placed in content that appears to be child-directed based on an evaluation of multiple factors related to that content, including whatever age demographics for the site or digital content may be available, an assessment of the overall nature of the content, including (but not limited to) the subject matter of the site or video, the visual content, the language used, the kind of music or audio content, the difficulty of game play, the influencer or influencers featured in the content, actions taken to restrict children's access to the site or content, and content identifier tools (that indicate whether content is child-directed) provided by platforms or content developers.