

May 2020

Children's Food and Beverage Advertising Initiative
Keurig Dr Pepper Pledge

Keurig Dr Pepper is pleased to submit this restated pledge, which is consistent with its previous CFBAI pledge and incorporates CFBAI's Core Principles, 5th ed. (2020).

Children's Food and Beverage Advertising Initiative (CFBAI) provides a transparent and accountable advertising self-regulation mechanism for the largest food and beverage companies in the United States. In so doing, it has played an important role in improving the landscape of food and beverage advertising directed to children and it continues to advance the discussion as products and media evolve. Keurig Dr Pepper Inc. (KDP) supports CFBAI's objectives and is committed to its Core Principles.

Building on our long-standing corporate commitment to market our products responsibly, KDP's membership in CFBAI demonstrates our commitment to building partnerships that support health and well-being. Since the School Beverage Guidelines, we've continued to pursue efforts to help Americans achieve balance. In fact, we're working on our biggest initiative to-date -- Balance Calories. Launched in 2014, with the Alliance for a Healthier Generation as our partner once again, we have set a goal to reduce beverage calories consumed per person nationally by 20 percent by 2025, the single-largest voluntary effort by an industry to address obesity. Through CFBAI and other partnerships, KDP is working to help our consumers achieve a healthy lifestyle by providing them with key tools including a wide a variety of beverage choices through an evolving product portfolio, nutrition information, and responsible labeling and marketing.

A. Identifying Information

1. *Corporate Contact Information:*

Keurig Dr Pepper Inc.
5301 Legacy Dr.
Plano, TX 75024
www.keurigdrpepper.com

2. *Individual(s) responsible for overall implementation of the Pledge:*

Andrew Springate
Chief Marketing Officer
andrew.springate@kdrp.com
(972) 673-7513

3. *Entities covered by the Pledge:*

Keurig Dr Pepper Inc. and its Affiliate companies.

4. *Brand and/or product line covered by the Pledge:*

KDP has many products that qualify under the applicable nutrition criteria. KDP agrees that it will advertise only products that comply with [CFBAI's Uniform Nutrition Criteria, 2nd ed.](#) and the below pledge in media primarily directed to children under

12. The company will notify CFBAI of any future decision to advertise directly to children and will provide information regarding such products so that CFBAI can publicly indicate the products and effectively monitor KDP's on-going compliance with its Pledge.

B. Core Principles

1. Types of Media Covered

KDP will only advertise KDP Products in media primarily directed to children under 12 if they are in compliance with the CFBAI Category-Specific Uniform Nutrition Criteria 2nd ed. This commitment applies to advertising in the following types of media:

- Television,
- Radio,
- Print,
- Internet websites (whether owned by KDP or third parties)
- Others as outlined below and in CFBAI's Core Principles, 5th ed. (2020).

2. Use of Licensed Characters, Celebrities and Movie Tie-Ins

KDP will not advertise KDP Products which use licensed characters, celebrities (including athletes), and movie tie-ins primarily directed to children under 12 unless the KDP Products meet the CFBAI Nutrition Criteria. As stated in the CFBAI Core Principles document, this does not apply to the use of licensed characters on packaging, provided the packaging is not displayed in advertising that is primarily directed to children under 12.

3. Product Placement

KDP will not pay for nor consent to the placement of KDP Products, regardless of their nutrition profile, in the program/editorial content of, or as product placement in, any medium including movies, television shows, or magazines, that is primarily directed to children under 12 years old.

4. Interactive Games

KDP will not advertise KDP Products in interactive games and features primarily directed to children under 12 unless the KDP Products meet the CFBAI Nutrition Criteria. This includes video and computer games rated "Early Childhood" or "EC," and video/computer games that are age graded on the label or packaging as being primarily directed to children under 12.

5. DVDs

KDP will not advertise KDP Products on DVDs of G-rated movies that are primarily directed to children under 12, or other DVDs whose content is primarily child directed, unless such KDP Products meet the CFBAI Nutrition Criteria.

6. Cellphones, PDAs, Mobile Media and Word of Mouth

KDP will not advertise KDP Products on cell phones, smart phones, tablets or other personal digital devices or through word of mouth, if primarily directed to children under 12, unless the KDP Products meet the CFBAI Nutrition Criteria.

7. Advertising in Elementary Schools

Regardless of its nutrition profile, KDP will not advertise its products in any pre-K through 6th Grade school. Further, KDP has adhered to voluntary School Beverage Guidelines facilitated by the Alliance for a Healthier Generation and the American Beverage Association since their launch in 2006. In addition to the School Beverage Guidelines, KDP complies with the USDA's Smart Snacks program and the USDA's Local School Wellness Policy.

8. Advertising to Children Under Six

Regardless of its nutrition profile, KDP will not advertise any KDP product in any medium primarily directed to children under 6 years of age.

C. "Primarily Directed to Children Under 12" Determining Factors

1. **Measured Media:** For all measured media, advertising "primarily directed to children under 12 years old" will include media purchased by KDP for any program or website where the audience generally consists of 25% or more of children under the age of 12. The same metric will be applied to media purchased by KDP that is primarily directed to children 6 and under.

Audience demographic calculations will be measured in media impressions primarily directed to specific demographic groups at the time the advertising is purchased, as determined by AC Nielsen ratings for TV and Internet, SRI Research (SRI) for radio, and Simmons and MRI (Mediamark Research Inc.) data for print.

2. **Internet websites owned by KDP and other non-measured media:** Whether content is primarily directed to children under 12 will be determined based on several factors as described in the CFBAI Core Principles, 5th ed, including but not limited to the content's subject matter, format, projected audience demographics, the composition of the audience to which the site is advertised.