



National Programs

Children’s Food & Beverage Advertising Initiative

CFBAI Product List (August 2021)

I. Introduction

The Children’s Food and Beverage Advertising Initiative Core Principles require that, in advertising primarily directed to children under age 12 (“child-directed advertising”), participants will feature only foods that meet CFBAI’s Uniform Nutrition Criteria, 2nd ed. (Participants also may advertise foods that meet company-specific nutrition criteria that meet or exceed CFBAI’s criteria, subject to CFBAI’s review and approval.) This Product List identifies foods that participants have indicated may be the subject of child-directed advertising.

II. Product lists for participants that commit to advertise only foods that meet CFBAI’s Uniform Nutrition Criteria

- » Burger King Corporation 2
- » Campbell Soup Company 2
- » Conagra Brands, Inc. 2
- » Danone North America, PBC 3
- » General Mills Inc. 3
- » Kellogg Company 4
- » The Kraft Heinz Company 4
- » McDonald’s USA 5
- » Nestlé USA 5
- » PepsiCo, Inc. 5
- » Post Foods, LLC 5

III. Participants that commit to not engage in advertising primarily directed to children under age 12

- » American Licorice Company
- » The Coca-Cola Company
- » Ferrero USA, Inc.
- » The Hershey Company
- » Keurig Dr Pepper, Inc.
- » Mars, Incorporated
- » Mondelēz International, Inc.
- » Unilever United States

Children's Food & Beverage Advertising Initiative

Foods & Beverages that Meet the CFBAI Category-Specific Uniform Nutrition Criteria, 2nd ed.

August 2021

Burger King Corporation♦ **Hamburger Kids Meal**

Hamburger
Mott's® Natural Applesauce
CAPRI SUN® 100% Apple Juice

♦ **Hamburger Kids Meal**

Hamburger
Mott's® Natural Applesauce
Fat-Free Milk

♦ **Chicken Nuggets Kids Meal**

4-piece Chicken Nuggets
Mott's® Natural Applesauce
Fat-Free Milk

Campbell Soup Company**Snacks**

- ♦ Pepperidge Farm® Goldfish®—Cheddar
- ♦ Pepperidge Farm® Goldfish®—Cheddar Baked with Whole Grain
- ♦ Pepperidge Farm® Goldfish®—Colors
- ♦ Pepperidge Farm® Goldfish®—Colors Baked with Whole Grain
- ♦ Pepperidge Farm® Goldfish®—Baby Cheddar
- ♦ Pepperidge Farm® Goldfish®—Princess Cheddar
- ♦ Pepperidge Farm® Goldfish® Mix—Xtra Cheddar & Pretzel
- ♦ Pepperidge Farm® Goldfish® Mix—Cheddar + Zesty Cheddar + Parmesan
- ♦ Pepperidge Farm® Flavor Blasted® Goldfish®—Sour Cream & Onion
- ♦ Pepperidge Farm® Flavor Blasted® Goldfish®—Cheddar + Sour Cream
- ♦ Pepperidge Farm® Flavor Blasted® Goldfish®—White Cheddar
- ♦ Pepperidge Farm® Flavor Blasted® Goldfish®—Cheesy Pizza
- ♦ Pepperidge Farm® Flavor Blasted® Goldfish®—Xtra Cheddar
- ♦ Pepperidge Farm® Flavor Blasted® Goldfish®—Cheddar Jack'd

Conagra Brands, Inc.¹**Canned Pastas**

- ♦ Chef Boyardee® Chicken Ravioli (15 oz.)
- ♦ Chef Boyardee® Mini Micro Beef Ravioli (7.5 oz.)
- ♦ Chef Boyardee® Pasta Shapes in Tomato Sauce (15 oz.)

1. Occasionally, certain brands, such as Chef Boyardee, will launch short-term promotions showcasing special, temporary products that will be available only for a limited time. Such products, if advertised to children under the age of 12, will meet the CFBAI Category-Specific Uniform Nutrition Criteria, 2nd ed, and, where feasible, Conagra Brands will update the Pledge product list to reflect these short-term items.

Danone North America, PBC

Milks

- ◆ Horizon® Organic Lowfat Milk (Flavored)
- ◆ Horizon® Organic Lowfat Milk (Plain)
- ◆ Horizon® Organic Fat Free Milk

Yogurt Drinks

- ◆ Activia® Dailies Probiotic Dairy Drinks
- ◆ Activia® Probiotic Smoothies
- ◆ Dannon® Smoothie
- ◆ Danimals® Smoothie
- ◆ Light & Fit® Protein Smoothies

Yogurt

- ◆ Activia® Light Nonfat Yogurt
- ◆ Activia® Lowfat Yogurt (excludes Fruit Fusion)
- ◆ Activia® Lowfat Yogurt with Fiber
- ◆ Danimals® Nonfat Yogurt Cups
- ◆ Danimals® Squeezables (Pouches)
- ◆ Dannon® Creamy Yogurt
- ◆ Dannon® Plain Nonfat Yogurt (Qt)
- ◆ Dannon® Plain Lowfat Yogurt (Qt)
- ◆ Light & Fit® Greek Nonfat Yogurt – Original
- ◆ Light & Fit® Nonfat Yogurt – Original
- ◆ Oikos® Blended Greek Nonfat Yogurt
- ◆ Oikos® Greek Nonfat Yogurt
- ◆ Oikos® Triple Zero Greek Nonfat Yogurt – all flavors
- ◆ Oikos® Triple Zero Greek – Vanilla (Qt)

General Mills Inc.

Cereals

- ◆ Apple Cinnamon Cheerios™
- ◆ Blueberry Cheerios™
- ◆ Boo Berry™
- ◆ Cheerios™
- ◆ Chocolate Cheerios™
- ◆ Chocolate Lucky Charms™
- ◆ Chocolate Toast Crunch™
- ◆ Cinnamon Toast Crunch™
- ◆ Cinnamon Toast Crunch™ Churros
- ◆ Cinnamon Toast Crunch™ Chocolate Churros
- ◆ Cocoa Puffs™
- ◆ Cookie Crisp™

- ◆ Count Chocula™
- ◆ Franken Berry™
- ◆ Honey Nut Cheerios™
- ◆ Limited Edition – Galactic Lucky Charms™
- ◆ Lucky Charms™
- ◆ Monster Mash™
- ◆ Trix™

Snacks

- ◆ Monster Mash™ cereal snack pack

Yogurts

- ◆ Go-Gurt® Mystery Flavors

Kellogg Company

Cereals²

- ◆ Froot Loops®
- ◆ Froot Loops® Tropical
- ◆ Frosted Flakes®
- ◆ Frosted Flakes® with Marshmallows
- ◆ Honey Nut Frosted Flakes®
- ◆ Rice Krispies®
- ◆ Kashi® by Kids Berry Super Loops
- ◆ Kashi® by Kids Chocolate Super Loops
- ◆ Kashi® by Kids Cinnamon Super Loops
- ◆ Frosted Mini-Wheats® Bite Size Original
- ◆ Frosted Mini-Wheats® Blueberry
- ◆ Frosted Mini-Wheats® Strawberry
- ◆ Frosted Mini-Wheats® Little Bites Chocolate
- ◆ Frosted Mini-Wheats® Little Bites Original

Waffles and Pancakes

- ◆ Eggo® Apple Cinnamon Waffles
- ◆ Eggo® Homestyle Waffles
- ◆ Eggo® Bites Pancakes Chocolatey Chip

Snacks

- ◆ Pop-Tarts® Crisps Frosted Brown Sugar Appletastic
- ◆ Pop-Tarts® Crisps Frosted Blueberrific
- ◆ Pop-Tarts® Crisps Frosted Strawberrylicious
- ◆ Scooby-Doo! Graham Cracker Sticks Honey

The Kraft Heinz Company

Juices

- ◆ CAPRI SUN® 100% Juice (all flavors)
- ◆ CAPRI SUN® Refreshers Juice Drink Blend (Apple, Berry Punch)

Cheeses & Cheese Products

- ◆ Kraft® Reduced Fat String Cheese made with 2% Milk: Reduced Fat Mozzarella
- ◆ Kraft® Twists String Cheese: Low-Moisture Part-Skim Mozzarella and Cheddar
- ◆ Polly-O Reduced Fat String Cheese made with 2% Milk: Mozzarella
- ◆ Polly-O Twists: Low-Moisture Part-Skim Mozzarella and Cheddar
- ◆ Kraft® Singles (19g slices): American and White American
- ◆ Kraft® Singles (21g slices): Sharp Cheddar
- ◆ Kraft® Singles 2% Milk (19g slices): American and White American

Mixed Dishes

- ◆ Kraft® Macaroni & Cheese Shapes, Microwaveable Cup (all shapes)
- ◆ Kraft® Macaroni & Cheese Shapes, Box (all shapes)

Small Meals³

- ◆ Lunchables® with 100% Juice—Chicken Popper Kabobbles
- ◆ Lunchables® with 100% Juice—Turkey & Cheddar Sub Sandwich

Exempt Beverages

- ◆ CAPRI SUN® Reduced Sugar Flavored Juice Drink (Fruit Punch, Strawberry Watermelon, Mixed Berry)
- ◆ Creative Roots Coconut Water Beverage (all flavors)
- ◆ Kool-Aid® Jammers Zero-Sugar (all flavors)

2. Kellogg may introduce varieties of cereals within a brand that have different shapes but the same formula and nutrition information as products on this list from time to time.

3. The content of Lunchables products may vary from time to time. Although the main component will remain the same, Kraft Heinz may periodically modify other components. The product's nutritional profile, however, will always meet the CFBAI's Uniform Nutrition Criteria, 2nd ed.

McDonald's USA

- ◆ **Hamburger Happy Meal®**
 - Hamburger
 - Kids Size Fries
 - Apple Slices
 - Honest Kids® Appley Ever After® Organic Juice Drink
- ◆ **Chicken McNuggets® Happy Meal®**
 - 4 Piece Chicken McNuggets
 - Kids Size Fries
 - Apple Slices
 - Honest Kids® Appley Ever After® Organic Juice Drink
- ◆ **Chicken McNuggets® Happy Meal®**
 - 4 Piece Chicken McNuggets
 - Kids Size Fries
 - Apple Slices
 - 1% Low-Fat White Milk
- ◆ **Chicken McNuggets® Happy Meal®**
 - 4 Piece Chicken McNuggets
 - Kids Size Fries
 - Apple Slices
 - Reduced Sugar Low Fat Chocolate Milk
- ◆ **Chicken McNuggets® Happy Meal®**
 - 6 Piece Chicken McNuggets
 - Kids Size Fries
 - Apple Slices
 - Honest Kids® Appley Ever After® Organic Juice Drink

Nestlé USA

Exempt Beverages

- ◆ Nestlé® Pure Life® water

PepsiCo, Inc.

Exempt Beverages

- ◆ Aquafina®
- ◆ bubly™
- ◆ LIFEWTR®

Post Foods, LLC

Cereals

- ◆ Alpha-Bits®
- ◆ Cocoa Pebbles™
- ◆ Fruity Pebbles™
- ◆ Honey Bunches of Oats®—with Almonds
- ◆ Honey Bunches of Oats®—Honey Roasted
- ◆ Honey Bunches of Oats®—Frosted
- ◆ Honeycomb®

Snacks

- ◆ Cocoa Pebbles™ Crisps
- ◆ Fruity Pebbles™ Crisps
- ◆ Fruity Pebbles™ Treats