I. Introduction

The Children’s Food and Beverage Advertising Initiative’s 19 participants commit that, in advertising primarily directed to children under age 12 (“child-directed advertising”), they will feature only foods that meet CFBAI’s Uniform Nutrition Criteria, 2nd ed. (Participants also may use any nutrition criteria that exceed CFBAI’s requirements.) This listing is limited to foods that the participants have indicated may be the subject of child-directed advertising. The participants may have other products that meet the criteria that are not advertised to children. Some participants choose to not engage in child-directed advertising even if they have foods that meet CFBAI’s nutrition criteria.

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American Licorice Company

Not engaging in child-directed advertising

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® – Pretzel Baked with Whole Grain
- Pepperidge Farm® Goldfish® Epic Crunch™ – Nacho
- Pepperidge Farm® Goldfish® Epic Crunch™ – Honey BBQ
- Pepperidge Farm® Goldfish® Epic Crunch™ – Ranch
- Pepperidge Farm® Goldfish® – Baby Cheddar
- Pepperidge Farm® Goldfish® – Princess Cheddar

Snacks (continued)
- Pepperidge Farm® Flavor Blasted® Goldfish® – Sour Cream & Onion
- 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® – Xtra Cheddar Baked with Whole Grain
- Pepperidge Farm® Flavor Blasted® Goldfish® – Cheddar Jack’d
- Pepperidge Farm® Goldfish® Mix – Xtra Cheddar & Pretzel
- Pepperidge Farm® Goldfish® Mix – Cheddar + Zesty Cheddar + Parmesan
- Pepperidge Farm® Goldfish® Mix – Cheesy Pizza + Parmesan

The Coca-Cola Company

Not engaging in child-directed advertising

February 2020
Foods & Beverages that Meet the CFBAI Category-Specific Uniform Nutrition Criteria, 2nd ed.

**Conagra Brands, Inc.**

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**Peanut Butters/Spreads**
- Peter Pan® Creamy Peanut Butter
- Peter Pan® Crunchy Peanut Butter
- Peter Pan® Natural Creamy Peanut Butter
- Peter Pan® Natural Crunchy Peanut Butter
- Peter Pan® Simply Ground® Peanut Butter
- Peter Pan® Whipped Creamy Peanut Butter

**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.)

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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.

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February 2020
Danone North America, PBC

Milks
- Horizon® Organic Lowfat Chocolate Milk (8 fl oz.)
- Horizon® Organic Lowfat Vanilla Milk with DHA (8 fl oz.)
- Horizon® Organic Chocolate Lowfat Milk with DHA

Yogurt Drinks
- Activia® Dailies Probiotic Dairy Drinks
- Activia® Probiotic Smoothies
- DanActive® Probiotic Dairy Drinks
- Danimals® Smoothie Dairy Drinks (3.1 fl oz, 7 fl oz)
- Danimals® Organic Smoothie Dairy Drinks (3.1 fl oz.)
- Danone® Dairy Drinks – Mango, Pina Colada, Strawberry
- Light & Fit® Protein Smoothies
- Oikos® Nonfat Yogurt Drinks (7 fl oz.)

Yogurts
- Activia® Greek Nonfat Yogurt – Blueberry, Cherry, Strawberry
- Activia® Light Nonfat Yogurt
- Activia® Lowfat Yogurt (excludes Fruit Fusion)
- Activia® Lowfat Yogurt with Fiber
- Danimals® Nonfat Yogurt – Cups
- Danimals® Lowfat Yogurt – Pouches
- Dannon® Creamy Nonfat Yogurt
- Dannon® Plain Nonfat Yogurt
- Dannon® Plain Lowfat Yogurt
- Light & Fit® Greek Nonfat Yogurt – Original
- Light & Fit® Nonfat Yogurt – Original
- Oikos® Greek Nonfat Yogurt – Blueberry, Cherry, Vanilla
- Oikos® Triple Zero Greek Nonfat Yogurt

Ferrero USA, Inc.

Not engaging in child-directed advertising

General Mills Inc.

Cereals
- Cheerios™
- Chocolate Lucky Charms™
- Chocolate Toast Crunch™
- Cinnamon Toast Crunch™
- Cinnamon Toast Crunch™ Churros
- Cocoa Puffs™
- Cookie Crisp™
- Fruity Lucky Charms™
- Honey Nut Cheerios™
- Lucky Charms™

Cereals continued
- Lucky Charms™ Frosted Flakes
- Maple Cheerios™
- Multigrain Cheerios™
- Trix™

February 2020
### The Hershey Company

*Not engaging in child-directed advertising*

### Kellogg Company

<table>
<thead>
<tr>
<th><strong>Cereals</strong>²</th>
<th><strong>Snacks</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Kellogg's® Froot Loops®</td>
<td>• Pop-Tarts® Crisps Frosted Blueberrific</td>
</tr>
<tr>
<td>• Kellogg's® Honey Nut Frosted Flakes®</td>
<td>• Pop-Tarts® Crisps Frosted Brown Sugar Cinnamazing</td>
</tr>
<tr>
<td></td>
<td>• Pop-Tarts® Crisps Frosted Strawberrylicious</td>
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</tbody>
</table>

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.

### Keurig Dr Pepper, Inc.

*Not engaging in child-directed advertising*
### The Kraft Heinz Company

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

**Cheeses and Cheese Products**
- Kraft® Reduced Fat String Cheese 2% Milk – Reduced Fat Mozzarella
- Kraft® Twists String Cheese – Low-Moisture Part-Skim Mozzarella and Cheddar
- Kraft® Singles – American & White American, Sharp Cheddar
- Kraft® Singles 2% Milk – American & White American
- Polly-O Twist Cheese – Low-Moisture Part-Skim Mozzarella and Cheddar Cheeses
- Polly-O 2% String Cheese – Reduced Fat Mozzarella

**Mixed Dishes**
- Kraft® Macaroni & Cheese Shapes, Microwaveable Cup (all shapes)
- Kraft® Macaroni & Cheese Shapes, Box (all shapes)

**Small Meals**
- Lunchables® with 100% Juice – Kabobbles Chicken Poppers
- Lunchables® with 100% Juice – Turkey & Cheddar Sub Sandwich

**Exempt Beverages**
- CAPRI SUN® Reduced Sugar Flavored Juice Drink (all flavors)
- Creative Roots Coconut Water Beverage (all flavors)
- Kool-Aid® Jammers Zero-Sugar (all flavors)

### Mars, Incorporated

*Not engaging in child-directed advertising*

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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**

- **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
  - Go-Gurt® Strawberry Low-Fat Yogurt
  - 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®**
  - 4 Piece Chicken McNuggets
  - Kids Size Fries
  - Go-Gurt® Strawberry Low-Fat Yogurt
  - Reduced Sugar Low Fat Chocolate Milk
- **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®**
  - 6 Piece Chicken McNuggets
  - Kids Size Fries
  - Apple Slices
  - Honest Kids® Appley Ever After® Organic Juice Drink

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**Mondelēz Global, LLC**

*Not engaging in child-directed advertising*

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**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™
- Honeycomb®
- Peanut Butter Cocoa Pebbles™

**Bars**
- Fruity Pebbles™ Treats

### Unilever United States

**Popsicles**
- Popsicle® Disney Frozen™ Mini’s (per one pop)
- Popsicle® Double Pop
- Popsicle® Firecracker®
- Popsicle® Firecracker® Jr.
- Popsicle® Fruit Twister: Strawberry, Blueberry & Vanilla Swirl
- Popsicle® Fruit Twister: Peach, Raspberry, & Vanilla Swirl
- Popsicle® Jolly Rancher™
- Popsicle® Minions™
- Popsicle® Orange Cherry Grape
- Popsicle® Paw Patrol™
- Popsicle® Rainbow
- Popsicle® Real Fruit Pops: Mango
- Popsicle® Real Fruit Pops: Strawberry
- Popsicle® Real Fruit Pops: Orange, Cherry, Grape Variety Pack

**Bars**
- Popsicle® Real Fruit Pops: Banana, Pineapple, Watermelon Variety Pack
- Popsicle® Real Fruit Pops: Sicle Stacker Banana, Orange, Strawberry
- Popsicle® Real Fruit Pops: Sicle Stacker Blueberry, Raspberry, Pineapple
- Popsicle® Red Classics
- Popsicle® Scribblers® (per one pop)
- Popsicle® Sours
- Popsicle® Spiderman™ Facepiece
- Popsicle® SpongeBob SquarePants™ Pop Ups®
- Popsicle® Superheroes (Wonder Woman™)
- Popsicle® Tropical Paradise (Pineapple, Strawberry-Banana, Island Punch)
- Simply Popsicle® Orange Cherry Grape
- Simply Popsicle® Strawberry Raspberry