I. Introduction

The Children’s Food and Beverage Advertising Initiative’s 18 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, or that they will not advertise to this age group at all. (Participants also may use any nutrition criteria that exceed CFBAI’s requirements.) This Product List is limited to foods that the participants have indicated may be the subject of child-directed advertising. The participants may have other foods that meet the criteria that are not advertised to children.

II. List of participants

1. American Licorice Company--------------------------------------------- 2
2. Burger King Corporation-------------------------------------------------- 2
3. Campbell Soup Company---------------------------------------------------- 2
4. The Coca-Cola Company------------------------------------------------------ 2
5. Conagra Brands, Inc.------------------------------------------------------ 3
6. Danone North America, PBC----------------------------------------------- 4
7. Ferrero USA, Inc.--------------------------------------------------------- 4
8. General Mills Inc.--------------------------------------------------------- 4
9. The Hershey Company-------------------------------------------------------- 5
10. Kellogg Company------------------------------------------------------------ 5
11. The Kraft Heinz Company---------------------------------------------------- 6
12. Mars, Incorporated---------------------------------------------------------- 6
13. McDonald’s USA------------------------------------------------------------ 7
14. Mondelēz Global, LLC------------------------------------------------------ 7
15. Nestlé USA---------------------------------------------------------------- 7
16. PepsiCo, Inc.------------------------------------------------------------- 8
17. Post Foods, LLC------------------------------------------------------------ 8
18. Unilever United States------------------------------------------------------ 8
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

Snacks (continued)
- Pepperidge Farm® Flavor Blasted® Goldfish® – Burstin’ BBQ
- Pepperidge Farm® Flavor Blasted® Goldfish® – Kick It Up A Nacho
- Pepperidge Farm® Flavor Blasted® Goldfish® – Slammin’ Sour Cream & Onion
- Pepperidge Farm® Flavor Blasted® Goldfish® – Wild White Cheddar
- Pepperidge Farm® Flavor Blasted® Goldfish® – Xplosive Pizza
- Pepperidge Farm® Flavor Blasted® Goldfish® – Xtra Cheddar
- Pepperidge Farm® Flavor Blasted® Goldfish® – Xtra Cheddar Baked with Whole Grain
- Pepperidge Farm® Goldfish® Mix – Xtra Cheddar & Pretzel
- Pepperidge Farm® Goldfish® Mix – Cheddar + Zesty Cheddar + Parmesan
- Pepperidge Farm® Goldfish® Mix – Pizza + Parmesan

The Coca-Cola Company

Not engaging in child-directed advertising
Foods & Beverages that Meet the CFBAI Category-Specific Uniform Nutrition Criteria

Conagra Brands, Inc.

Frozen Meals
- Kid Cuisine® Chicken Breast Nuggets
- Kid Cuisine® Fun Shaped Chicken Breast Nuggets
- Kid Cuisine® Popcorn Chicken
- Kid Cuisine® Spaghetti with Mini Meatballs

Canned Pastas
- Chef Boyardee® Cheese Ravioli (15 oz.)
- Chef Boyardee® Chicken Ravioli (15 oz.)
- Chef Boyardee® Mini ABC’s & 123’s (15 oz.)
- Chef Boyardee® Mini Micro Beef Ravioli (7.5 oz.)
- Chef Boyardee® Pasta Shapes in Tomato Sauce (7.5 oz. and 15 oz.)

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

1 Occasionally, certain brands, such as Kid Cuisine, 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 age 12, will meet the CFBAI Category-Specific Uniform Nutrition Criteria, 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 Chocolate Milk (8 fl oz.)
- Horizon® Organic Lowfat Vanilla Milk with DHA (8 fl oz.)
- Horizon® Organic Lowfat Strawberry Milk (8 fl oz.)
- Horizon® Organic Chocolate Lowfat Milk with DHA

**Yogurt Drinks**
- Activia® Dailies Probiotic Dairy Drinks
- DanActive® Probiotic Dairy Drinks
- Danimals® Smoothie Dairy Drinks
- 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**
- Dannon® Plain Nonfat Yogurt (Portion Size: 6 oz. and 8 oz.)
- 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
- 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
- Danimals® Lowfat Yogurt - Pouches
- Dannon® Creamy 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™
- Golden Grahams™
- Honey Nut Cheerios™
- Lucky Charms™
- Lucky Charms™ Frosted Flakes

**Cereals continued**
- Maple Cheerios™
- Multigrain Cheerios™
- Reese’s® Puffs
- Trix™
The Hershey Company

Not engaging in child-directed advertising

Kellogg Company

Cereals
- Kellogg’s® Chocolate Frosted Flakes®
- Kellogg’s® Cinnamon Frosted Flakes®
- Kellogg’s® Froot Loops®
- Kellogg’s® Froot Loops® Birthday Cake
- Kellogg’s® Frosted Flakes®
- Kellogg’s® Honey Nut Frosted Flakes®
- Kellogg’s® Wild Berry Froot Loops®

Snacks
- Pop-Tarts® Crisps Frosted Brown Sugar Cinnamazing
- Pop-Tarts® Crisps Frosted Strawberrylicious

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.
Foods & Beverages that Meet the CFBAI Category-Specific Uniform Nutrition Criteria

**The Kraft Heinz Company**

**Juices**
- CAPRI SUN® 100% Juice (all flavors)
- CAPRI SUN® Fruit & Veggie Blends (all flavors)

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

**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 Cracker Stackers
- Lunchables® with 100% Juice – Turkey & Cheddar Sub Sandwich

**Exempt foods and beverages**
- CAPRI SUN® Roarin’ Waters (all flavors)
- Kool-Aid® Jammers Drink (all flavors)
- Kool-Aid® Jammers Zero-Sugar (all flavors)
- JELL-O® Play Sugar-Free “Build + Eat” Kit
- JELL-O® Play Sugar-Free “Cutter” Kit

---

**Mars, Incorporated**

*Not engaging in child-directed advertising*

---

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 the treat and/or drink (i.e., Capri Sun Roarin’ Waters switched for Capri Sun 100% fruit juice). The product’s nutritional profile, however, will always meet the CFBAI’s uniform nutrition criteria. For the most current information about Lunchables products’ content, consult Kraft Heinz’s website at www.kraftheinzcompany.com.

4 Beverages, including bottled waters, that meet FDA regulations for "low calorie" and "very low sodium" are exempt from the Uniform Nutrition Criteria (2011). Sugar-free gelatins are exempt under the Uniform Nutrition Criteria, 2nd ed. as of September 2018 when CFBAI adopted these criteria.
Foods & Beverages that Meet the CFBAI Category-Specific Uniform Nutrition Criteria

**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  
  Apple Slices  
  Honest Kids® Appley Ever After® Organic Juice

- Chicken McNuggets® Happy Meal®
  4 Piece Chicken McNuggets  
  Kids Size Fries  
  Go-Gurt® Strawberry Low-Fat Yogurt  
  Honest Kids® Appley Ever After® Organic Juice

- 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®
  6 Piece Chicken McNuggets  
  Kids Size Fries  
  Apple Slices  
  Honest Kids® Appley Ever After® Organic Juice

- Hamburger Happy Meal®
  Hamburger  
  Kids Size Fries  
  Apple Slices  
  Honest Kids® Appley Ever After® Organic Juice

**Mondelēz Global, LLC**

*Not engaging in child-directed advertising*

**Nestlé USA**

*Exempt Beverages*

- Nestlé® Pure Life® water

---

5 Beverages, including bottled waters, that meet FDA regulations for "low calorie" and "very low sodium" are exempt from the Uniform Nutrition Criteria (2011).
## Foods & Beverages that Meet the CFBAI Category-Specific Uniform Nutrition Criteria

### PepsiCo, Inc.

#### Exempt Beverages
- Aquafina®
- bubly™
- LIFEWTR®

#### Juices
- Tropicana® Kids Juice Drinks (Apple, Mixed Berry, Watermelon, Fruit Punch)

### 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® Firecracker®
- Popsicle® Firecracker® Jr.
- Popsicle® Hello Kitty™ Facepiece
- Popsicle® Jolly Rancher™
- Popsicle® Minions™
- Popsicle® Minions™ Facepiece
- Popsicle® Orange Cherry Grape
- Popsicle® Paw Patrol™
- Popsicle® Rainbow
- Popsicle® Real Fruit Pops: Mango
- Popsicle® Real Fruit Pops: Orange
- Popsicle® Real Fruit Pops: Raspberry
- Popsicle® Real Fruit Pops: Strawberry
- Popsicle® Real Fruit Pops: Orange, Cherry, Grape Variety Pack
- Popsicle® Real Fruit Pops: Sicle Stacker

#### Bars
- Popsicle® Red Classics
- Popsicle® Scribblers® (per one pop)
- Popsicle® Scribblers® (per two pops)
- Popsicle® Sours
- Popsicle® Spiderman™ Facepiece
- Popsicle® SpongeBob Squarepants™ Pop Ups®
- Popsicle® Star Wars™
- Popsicle® Superheroes (Wonder Woman™)
- Popsicle® Tropical Paradise (Pineapple, Strawberry-Banana, Island Punch)
- Simply Popsicle® Berry Pineapple
- Simply Popsicle® Orange Cherry Grape
- Simply Popsicle® Strawberry Raspberry