

BBB Children’s Food and Beverage Advertising Initiative: Food and Beverage Products that Meet Participants’ Approved Nutrition Standards¹

I. Introduction

The Initiative currently has 17 participants. Of these, four companies have elected not to engage in advertising primarily directed to children under 12. The other 13 have pledged that 100% of their advertisements to children under 12 in measured media (television, print, radio, and third-party internet sites) and in digital/social media (word of mouth advertising, mobile media, advergames, video/computer games and DVDs for G rated movies) will be for healthier or better-for-you foods, as defined by nutrition standards that are based on government or other accepted standards that the BBB has approved.

II. Participants who are not engaged in food and beverage product advertising primarily directed to children under 12:

1. Cadbury Adams, USA, LLC
2. The Coca-Cola Company
3. Hershey Company
4. Mars Incorporated

III. Participants engaged in better-for-you product advertising primarily directed to children under 12:

1.	Burger King Corp. -----	2
2.	Campbell Soup Company -----	3
3.	ConAgra Foods, Inc. -----	4
4.	The Dannon Company -----	5
5.	General Mills Inc. -----	6
6.	Kellogg Company -----	7
7.	Kraft Foods Global, Inc. -----	8
8.	McDonald’s USA -----	9
9.	Nestlé USA -----	10
10.	PepsiCo, Inc. -----	11
11.	Post Foods -----	12
12.	Sara Lee Corp. -----	13
13.	Unilever -----	14

¹This listing is limited to products that the participants have indicated may be the subject of advertising directed primarily to children under 12. The participants have other products that meet their company-specific criteria that are not advertised to children. Note, some participants are starting to use the new CFBAI category-specific uniform nutrition criteria to qualify products that are advertised to children.

**BBB Children's Food and Beverage Advertising Initiative:
Food and Beverage Products that Meet Participants' Approved Nutrition Standards**

Burger King Corp.

Hamburger Kids Meal

- Hamburger
- BK® Fresh Apple Fries, low-fat caramel dipping sauce
- Calcium-fortified MINUTE MAID® Apple Juice

4-pc CHICKEN TENDERS® Kids Meal

- 4-pc CHICKEN TENDERS®
- BK® Fresh Apple Fries, low-fat caramel dipping sauce
- Fat-Free White Milk

Kids Breakfast Muffin Sandwich Kids Meal

- Kids Breakfast Muffin Sandwich (Egg, American Cheese and an English Muffin)
- BK® Fresh Apple Fries, low-fat caramel dipping sauce
- Calcium-fortified MINUTE MAID® Apple Juice

In addition, the side dish and beverages may be advertised individually.

**BBB Children's Food and Beverage Advertising Initiative:
Food and Beverage Products that Meet Participants' Approved Nutrition Standards**

Campbell Soup Company

Soups

- Campbell's Tomato
- Campbell's Chicken & Stars
- Campbell's Double Noodle
- Campbell's Dora the Explorer Shaped Pasta with Chicken
- Campbell's Chicken NoodleO's
- Campbell's Goldfish Shaped Pasta with Chicken
- Campbell's "Cars" Shaped Pasta with Chicken
- Campbell's Mega Noodle
- Campbell's Toy Story Shaped Pasta with Chicken
- Campbell's Chicken Alphabet
- Campbell's SpongeBob Squarepants Shaped Pasta with Chicken
- Campbell's Condensed Soup – Princess

Canned Pastas

- Campbell's SpaghettiOs plain
- Campbell's SpaghettiOs with meatballs
- Campbell's SpaghettiOs plus Calcium
- Campbell's SpaghettiOs – Princess Shapes with Meatballs
- Campbell's SpaghettiOs – Princess Shapes

Breads

- Goldfish Sandwich Bread – 100% Whole Wheat
- Goldfish Sandwich Bread – 100% Honey Whole Wheat
- Goldfish Sandwich Bread – White

Snack Crackers

- Pepperidge Farm Goldfish - Cheddar
- Pepperidge Farm Goldfish – Cheddar Made with Whole Grain
- Pepperidge Farm Flavor Blasted Goldfish – Xtra Cheddar
- Pepperidge Farm Flavor Blasted Goldfish – Xplosive Pizza
- Pepperidge Farm Flavor Blasted Goldfish – Slammin' Sour Cream and Onion
- Pepperidge Farm Goldfish Mix Up Adventures
- Pepperidge Farm Goldfish – Colors
- Pepperidge Farm Goldfish – Chocolate Goldfish Grahams
- Pepperidge Farm Goldfish Grahams– Honey
- Pepperidge Farm Goldfish – Goldfish S'Mores Adventures
- Flavor Blasted Goldfish Grahams – Vanilla Cupcake
- Flavor Blasted Goldfish Grahams– Xtra Chocolatey
- Flavor Blasted Goldfish – Wild White Cheddar
- Pepperidge Farms Goldfish –Chocolate Chip Grahams

**BBB Children's Food and Beverage Advertising Initiative:
Food and Beverage Products that Meet Participants' Approved Nutrition Standards**

ConAgra Foods, Inc.

Frozen Meals

- Kid Cuisine Deep Sea Adventure Fish Sticks
- Kid Cuisine KC's Primo Pepperoni Double Stuffed Crust Pizza
- Kid Cuisine Carnival Corn Dog
- Kid Cuisine Bug Safari Chicken Breast Nuggets
- Kid Cuisine Twist & Twirl Spaghetti with Mini Meatballs
- Kid Cuisine Pop Star Popcorn Chicken
- Kid Cuisine Fiesta Chicken and Cheese Quesadillas
- Kid Cuisine All-Star Chicken Breast Nuggets
- Kid Cuisine Magical Cheese Stuffed Crust Pizza
- Kid Cuisine KC's Constructor Cheeseburger
- Kid Cuisine Cheese Blaster Mac-n-Cheese
- Kid Cuisine Karate Chop Chicken Sandwich
- Kid Cuisine Campfire Hotdog
- Kid Cuisine Flip n' Dip Pancakes
- Kid Cuisine Kickin' Ravioli

Peanut Butters/Spreads

- Peter Pan Creamy peanut butter
- Peter Pan Crunchy peanut butter
- Peter Pan Creamy Whipped peanut butter
- Peter Pan Reduced Fat Creamy peanut butter
- Peter Pan Reduced Fat Crunchy peanut butter
- Peter Pan Plus Creamy peanut butter
- Peter Pan Honey Roast Creamy peanut butter
- Peter Pan Honey Roast Crunchy peanut butter
- Peter Pan Peanut Butter Spread 100% Natural – Creamy
- Peter Pan Peanut Butter Spread 100% Natural – Crunchy

Pasta Products

- Chef Boyardee ABC's & 123's (Plain)
- Chef Boyardee Dinosaurs (Plain)
- Chef Boyardee Mini O's
- Chef Boyardee Overstuffed Beef Ravioli
- Chef Boyardee Mini Micro Beef Ravioli (microwave bowl)
- Chef Boyardee Mini Sports Shapes
- Chef Boyardee Mini Sea Life Shapes
- Chef Boyardee 99% Fat Free Beef Ravioli
- Chef Boyardee Overstuffed Italian Sausage Ravioli
- Chef Boyardee Cheese Ravioli (microwave bowl)
- Chef Boyardee Pepperoni Pizza Ravioli

**BBB Children's Food and Beverage Advertising Initiative:
Food and Beverage Products that Meet Participants' Approved Nutrition Standards**

The Dannon Company

Dairy Products

- Danimals Crush Cup Low-fat Yogurt
- Danimals Coolision Low-fat Yogurt
- Danimals Drinkable Smoothies
- Light N Fit Nonfat Yogurt (4 oz, 6 oz and 8 oz)
- Activia Light Non-fat Yogurt
- Activia Fiber
- Danactive Probiotic Cultured Dairy Drink
- Danactive Light Probiotic Cultured Dairy Drink
- Plain Nonfat Yogurt (8 oz and 6 oz)
- Greek Fruit on the Bottom (all varieties except honey)
- Greek Plain

**BBB Children's Food and Beverage Advertising Initiative:
Food and Beverage Products that Meet Participants' Approved Nutrition Standards**

General Mills Inc.

Cereals

- Cinnamon Toast Crunch
- Cocoa Puffs
- Frosted Toast Crunch
- Honey Nut Cheerios
- Lucky Charms
- Reese's Puffs
- Trix

Yogurts

- Yoplait Go-Gurt (all flavors)
- Yoplait Splitz (all flavors)
- Yoplait Trix (all flavors)

Snacks

- Fruit by the Foot (all flavors)
- Fruit Roll-Ups (all flavors)
- Fruit Gushers (all flavors)

**BBB Children's Food and Beverage Advertising Initiative:
Food and Beverage Products that Meet Participants' Approved Nutrition Standards**

Kellogg Company

Cereals

- Apple Jacks® cereal
- Corn Pops® cereal
- Froot Loops® cereal
- Froot Loops® cereal Reduced Sugar
- Kellogg's Frosted Flakes® of Corn cereal
- Kellogg's Frosted Flakes® of Corn cereal Reduced Sugar
- Kellogg's Rice Krispies® cereal

Snacks

- Keebler® Gripz® snacks *Variety 14 Pack*™ (Sunshine® Cheez-It® crackers, Keebler® Chips Deluxe® cookies, Keebler® Grahams® snacks Cinnamon)
- Keebler® Gripz® Chips Deluxe® cookies
- Keebler® Gripz® Grahams (Chocolate Chip)

**BBB Children's Food and Beverage Advertising Initiative:
Food and Beverage Products that Meet Participants' Approved Nutrition Standards**

Kraft Foods Global, Inc.

100% Fruit Juice

- Capri Sun 100% Juice (all flavors)

Beverages

- Kool-Aid Singles (all flavors)
- Kool-Aid Sugar Free (all flavors)
- Capri Sun Roarin' Waters (all flavors)
- Capri Sun Juice Drinks (all flavors)
- Capri Sun Sunrise Juice Drinks (all flavors)

Snack Foods and Sweets

- Nabisco Teddy Grahams (all flavors)
- Honey Maid Grahams – SpongeBob SquarePants
- Cheese Nips Crackers – SpongeBob SquarePants

Cheeses and Cheese Substitutes

- Kraft/Polly-O 2% Milk Reduced Fat Mozzarella and Cheddar Cheese Twists
- Kraft Singles Swiss Pasteurized Prepared Cheese Product
- Kraft Singles Sharp Pasteurized Prepared Cheese Product
- Kraft Singles American Pasteurized Prepared Cheese Product (19g and 21g)

Entrees, Sandwiches, Main Dishes, and Meal Replacements²

- Kraft Macaroni & Cheese Shapes
- Kraft Macaroni & Cheese Spirals
- Kraft Easy Mac Macaroni & Cheese Dinner – Original Flavor
- Kraft Macaroni and Cheese Dinner – Cheddar Explosion
- Kraft Macaroni and Cheese Dinner – Cups, Cheddar Explosion
- Kraft Macaroni and Cheese Dinner – Cups, Toy Story
- Kraft Macaroni and Cheese Dinner – Cups, Spongebob
- Kraft Macaroni and Cheese Dinner – Microwavable Animal Shapes
- Kraft Macaroni and Cheese Dinner – Microwavable Extreme Cheese
- Lunchables – Fun Pack Chicken Dunks – Breaded Chicken Nuggets with 100% Fruit Juice
- Lunchables– Cheese Pizza with Water
- Lunchables – Turkey and Cheddar Sub with Water
- Lunchables Fun Pack – BBQ Chicken Shake Up
- Lunchables Basic Subs – Turkey and Cheddar Sub with Treat – no drink
- Lunchables with Fruit – Cheese Pizza with Pineapple Tidbits
- Lunchables with Fruit – Ham & American with Pineapple Tidbits
- Lunchables with Fruit – Peanut Butter and Jelly Fold Over Bread with Mandarin Oranges
- Lunchables with Fruit – Turkey and Cheddar with Mandarin Oranges

² The content of *Lunchables* products may vary from time to time. Although the main component will remain the same, Kraft Foods 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 stay within the boundaries of the *Sensible Solution* criteria or the *Smart Choices Program* criteria. For the most current information about *Lunchables* products' content, consult the Kraft Foods' website at www.kraftfood.com.

**BBB Children's Food and Beverage Advertising Initiative:
Food and Beverage Products that Meet Participants' Approved Nutrition Standards**

McDonald's, USA

Chicken McNuggets Happy Meal

- 4 Piece Chicken McNuggets
- Apple Dippers with Low-Fat Caramel Apple Dip
- 1% Low-Fat White Milk

Hamburger Happy Meal

- Hamburger
- Apple Dippers with Low-Fat Caramel Apple Dip
- 1% Low-Fat White Milk

**BBB Children's Food and Beverage Advertising Initiative:
Food and Beverage Products that Meet Participants' Approved Nutrition Standards**

Nestlé USA

100% Fruit Juice

- Nestlé Juicy Juice (all flavors)

Sparkling Flavored Juice Beverage

- Nestlé Juicy Juice Sparkling Flavored Juice Beverage

Chocolate Flavored Milk and Powder

- Nesquik Ready to Drink Chocolate Low-Fat Milk No Sugar Added
- Nesquik Powder Chocolate – 25% Less Sugar
- Nesquik Powder Chocolate – No Sugar Added

Calcium Fortified Low-Fat Milk

- Nesquik Calcium Fortified Low-Fat Milk

**BBB Children's Food and Beverage Advertising Initiative:
Food and Beverage Products that Meet Participants' Approved Nutrition Standards**

PepsiCo, Inc.

Snacks

- Quaker Chewy Granola bar – Chocolate Swirl
- Quaker Chewy Granola bar – Chocolate Chip Cookie Dough
- Quaker Chewy Granola bar – Chocolatey Carmel
- Quaker Chewy Granola bar – Chocolatey Mint
- Tropicana Tropolis – Apple World
- Tropicana Tropolis – Grape World
- Tropicana Tropolis – Cherry World

Cereals

- QUAKER® INSTANT OATMEAL - Original Flavor
- QUAKER® Old Fashioned Oats
- QUAKER® Quick Oats

**BBB Children's Food and Beverage Advertising Initiative:
Food and Beverage Products that Meet Participants' Approved Nutrition Standards**

Post Foods

Cereals

- Fruity Pebbles
- Cocoa Pebbles
- Honey-Comb
- Alpha-Bits
- Marshmallow Pebbles
- Pebbles Boulders – Caramel Apple
- The Smurfs Cereal

Bars

- Post Fruity Pebbles Treats
- Post Cocoa Pebbles Treats

**BBB Children's Food and Beverage Advertising Initiative:
Food and Beverage Products that Meet Participants' Approved Nutrition Standards**

Sara Lee Corp.

Bakery products

- Soft & Smooth Made with Whole Grain White Bread
- Soft & Smooth Made with 100% Whole Wheat Bread

**BBB Children's Food and Beverage Advertising Initiative:
Food and Beverage Products that Meet Participants' Approved Nutrition Standards**

Unilever

Popsicles

- Popsicle Big Stick Cherry/Pineapple
- Popsicle Lick A Color pop
- Creamsicle Bar
- Creamsicle Low Fat Pops
- Creamsicle 100 Calorie bars
- No Sugar Added Creamsicle pops
- Low-Fat Creamsicle pops
- Dora the Explorer face piece
- Popsicle Dora The Explorer
- Firecracker Jr. pops
- Firecracker Red, White & Blue pop
- Fudgsicle Bar
- Fudgsicle Pop
- Fudgsicle 100 Calorie Fudge Bar
- Low Fat Fudgsicle pops
- Fat Free Fudgsicle Bar
- No Sugar Added Fudgsicle pops
- Sugar Free Healthy Bunch pops
- Popsicle Lemon Lime Shots
- Popsicle Sour Fruity Shots
- Pop-Ups Reckless Rainbow Sherbet
- Pop-Ups Orange Burst
- Popsicle Scribblers
- Popsicle Snow Cone
- Popsicle Spiderman face piece
- Popsicle SpongeBob SquarePants face piece
- Popsicle SpongeBob SquarePants Pop-Ups
- Popsicle Super Heroes
- Popsicle Jolly Rancher pops
- Popsicle Jolly Rancher Awesome Twosome pops
- Popsicle Airheads pops
- Popsicle Orange, Cherry, Grape Big Sticks
- Popsicle Airheads Blue Rasp / Watermelon pop
- Popsicle Airheads White Mystery pop
- Popsicle Rainbow pop
- Popsicle Cyclone pop
- Popsicle Fat Frog face piece
- Popsicle Tropicals pops
- Popsicle Root Beer / Banana /Lemon Lime pops
- Popsicle Mighty Minis pops
- Popsicle Banana Mania! pops

Peanut Butter

- Skippy Natural Creamy Peanut Butter
- Skippy Creamy Peanut Butter