



National Programs

Children's Food & Beverage Advertising Initiative

CFBAI Product List (July 2022)

I. Introduction

The Children's Food and Beverage Advertising Initiative's 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. Occasionally, companies will launch short-term promotions showcasing special, temporary products that will be available only for a limited time and may not be reflected on the Product List. Such products, if advertised to children under the age of 12, will meet the CFBAI Uniform Nutrition Criteria, 2nd ed.

Participants that have committed to not engaging in child-directed advertising are not on the Product List. Some participants that have committed to advertising only foods that meet CFBAI's Uniform Nutrition Criteria do not at this time have foods on the Product List.

II. CFBAI Participants' Product Lists

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III. CFBAI Participants

» American Licorice Company
» Burger King Corporation
» Campbell Soup Company
» The Coca-Cola Company
» Conagra Brands, Inc.
» Danone North America, PBC
» Ferrero USA, Inc.
» General Mills, Inc.
» The Hershey Company
» Hostess Brands, LLC
» Kellogg Company
» Keurig Dr Pepper, Inc.
» The Kraft Heinz Company
» Mars, Incorporated
» McDonald's USA
» Mondelez International, LLC
» Nestle USA
» PepsiCo, Inc.
» Post Foods, LLC
» Unilever United States

Children's Food & Beverage Advertising Initiative

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

July 2022

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

Danone North America, PBC**Milks**

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

Yogurt Drinks

- ♦ Danimals® Organic Smoothies
- ♦ Dannon® Smoothies
- ♦ Danimals® Smoothies
- ♦ Danimals® Wild Drinks
- ♦ Super Danimals® Probiotic Smoothie

Yogurt

- ♦ Danimals® Nonfat Yogurt Cups
- ♦ Danimals® Organic Squeezables (Pouches)
- ♦ Danimals® Squeezables (Pouches)
- ♦ Dannon® Creamy Yogurt
- ♦ Dannon® Plain Nonfat Yogurt (Qt)
- ♦ Dannon® Plain Lowfat Yogurt (Qt)
- ♦ Horizon® Organic Growing Years Lowfat Yogurt (Pouches)
- ♦ Oikos® Greek Nonfat Yogurt
- ♦ Oikos® Triple Zero Greek Nonfat Yogurt
- ♦ Oikos® Triple Zero Greek - Vanilla (Qt)
- ♦ Wallaby® Organic Lowfat Yogurt Strawberry Sweetened with Honey
- ♦ Wallaby® Organic Lowfat Yogurt Mixed Berry Sweetened with Honey
- ♦ Wallaby® Organic Lowfat Yogurt Peach Sweetened with Honey
- ♦ Wallaby® Organic Plain Lowfat (Qt)
- ♦ Wallaby® Organic Plain Nonfat

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General Mills, Inc.**Cereals**

- ♦ Cheerios™
- ♦ Chocolate Lucky Charms™
- ♦ Chocolate Toast Crunch™
- ♦ Cinnamon Toast Crunch™
- ♦ Cinnamon Toast Crunch™ Churros
- ♦ Cinnamon Toast Crunch™ Chocolate Churros
- ♦ Cocoa Puffs™
- ♦ Cookie Crisp™
- ♦ Ducle de Leche Toast Crunch™
- ♦ Honey Nut Cheerios™
- ♦ Limited Edition – Lucky Charms™ Magic Gems
- ♦ Lucky Charms™
- ♦ Trix™

Kellogg Company**Cereals**

- ♦ Chocolate Frosted Flakes®
- ♦ Cinnamon French Toast Frosted Flakes®
- ♦ Froot Loops®
- ♦ Frosted Flakes®
- ♦ Rice Krispies®
- ♦ 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
- ♦ Strawberry Milkshake Frosted Flakes®

Waffles and Pancakes

- ♦ Eggo® Apple Cinnamon Waffles
- ♦ Eggo® Blueberry Waffles
- ♦ Eggo® Buttermilk Waffles
- ♦ Eggo® Homestyle Waffles
- ♦ Eggo® Bites Pancakes Chocolatey Chip

Snacks

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

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The Kraft Heinz Company**Juices**

- ♦ CAPRI SUN® 100% Juice (all flavors)

Mixed Dishes

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

Small Meals

- ♦ Lunchables® with CAPRI SUN® 100% Juice—Chicken Popper Kabobbles
- ♦ Lunchables® with CAPRI SUN® 100% Juice—Ham & Cheddar Cracker Stacker
- ♦ Lunchables® with CAPRI SUN® 100% Juice—Turkey & Cheddar Sub Sandwich

Exempt Beverages

- ♦ CAPRI SUN® Juice Drink (Mountain Cooler, Splash Cooler, Wild Cherry, Pacific Cooler, Strawberry Kiwi, Dragon Fruit Punch, Passionfruit Mango, Fruit Punch, Tropical Punch)
- ♦ Creative Roots Coconut Water Beverage (all flavors)
- ♦ Kool-Aid® Jammers Zero-Sugar (all flavors)

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
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
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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PepsiCo, Inc.**Exempt Beverages**

- ♦ Aquafina®
- ♦ bubly™
- ♦ LIFEWTR®

Post Foods, LLC**Cereals**

- ♦ Cocoa Pebbles™
- ♦ Fruity Pebbles™
- ♦ Honeycomb®

Snacks

- ♦ Fruity Pebbles™ Crisps