



CFBAI Product List (August 2023)

I. Introduction

The Children's Food and Beverage Advertising Initiative's Core Principles require that, in advertising primarily directed to children under age 13 ("child-directed advertising"), participants will feature only foods that meet CFBAI's Uniform Nutrition Criteria, 2nd ed. (Participants also may advertise food 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 13, 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 food 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
» Lindt & Sprüngli (USA) Inc.
» 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.

August 2023

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
- ♦ Danimals® Smoothies
- ♦ Dannon® Smoothies

Yogurt

- ♦ Danimals® Nonfat Yogurt Cups
- ♦ Danimals® Squeezables (Pouches)
- ♦ Dannon® Creamy Classics
- ♦ 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 Plain Lowfat (Qt)
- ♦ Wallaby® Organic Plain Nonfat

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Kellogg Company**Cereals**

- ♦ Chocolate Frosted Flakes®
- ♦ Froot Loops®
- ♦ Frosted Flakes®
- ♦ Frosted Mini-Wheats® Bite Size Original
- ♦ Frosted Mini-Wheats® Blueberry
- ♦ Frosted Mini-Wheats® Strawberry
- ♦ Frosted Mini-Wheats® Little Bites Original
- ♦ Rice Krispies®
- ♦ Strawberry Milkshake Frosted Flakes®

Snacks

- ♦ Scooby-Doo! Graham Cracker Sticks Honey

Waffles and Pancakes

- ♦ Eggo® Bites Pancakes Chocolatey Chip
- ♦ Eggo® Blueberry Waffles
- ♦ Eggo® Buttermilk Waffles
- ♦ Eggo® Homestyle Waffles
- ♦ Eggo® Mickey Homestyle Waffles
- ♦ Eggo® Minis Homestyle Waffles Now With Maple Flavor
- ♦ Eggo® The Mandalorian Galactic Homestyle Waffles
- ♦ Eggoji® Homestyle Waffles

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

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)
- ♦ Kool-Aid® Jammers Zero-Sugar (all flavors)

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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

PepsiCo, Inc.**Exempt Beverages**

- ♦ Aquafina®
- ♦ bubly™
- ♦ LIFEWTR®

Post Foods, LLC**Cereals**

- ♦ Cocoa Pebbles™
- ♦ Cocoa Pebbles™ Crunch'd
- ♦ Fruity Pebbles™
- ♦ Fruity Pebbles™ Crunch'd
- ♦ Honeycomb®

Snacks

- ♦ Fruity Pebbles™ Crisps