



# National Programs

Children's Food & Beverage Advertising Initiative

## CFBAI Product List (February 2024)

### I. Introduction

The Children's Food and Beverage Advertising Initiative's Core Principles require that participants commit to either not engage in advertising primarily directed to children under age 13 ("child-directed advertising" ) or to feature only foods that meet CFBAI's Uniform Nutrition Criteria, 2nd ed. in such advertising. This Product List identifies foods that participants have indicated are the subject of child-directed advertising.

Participants that have committed to not engage in child-directed advertising or that are not currently engaging in child-directed advertising do not have foods on this Product List.

### II. CFBAI Participants' Product Lists

» Danone North America, PBC	2
» The Kraft Heinz Company	2
» McDonald's USA	2
» Post Foods, LLC	2

### III. CFBAI Participants

- » Burger King Corporation
- » Campbell Soup Company
- » The Coca-Cola Company
- » Conagra Brands, Inc.
- » Danone North America, PBC
- » Ferrara Candy Company
- » Ferrero USA, Inc.
- » General Mills, Inc.
- » The Hershey Company
- » Hostess Brands, LLC
- » Kellanova US
- » 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

## Danone North America, PBC

### Yogurt Drinks

- ◆ Danimals® Smoothies

### Yogurt

- ◆ Danimals® Nonfat Yogurt Cups
- ◆ Danimals® Squeezables (Pouches)

## The Kraft Heinz Company

### Juices

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

### 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)

## McDonald's USA

- ◆ **Chicken McNuggets® Happy Meal®**

4 Piece Chicken McNuggets  
Kids Size Fries  
Apple Slices  
1% Low-Fat White Milk

## Post Foods, LLC

### Cereals

- ◆ Berry Fruity Pebbles™
- ◆ Cocoa Pebbles™
- ◆ Cocoa Pebbles™ Crunch'd
- ◆ Fruity Pebbles™
- ◆ Fruity Pebbles™ Crunch'd
- ◆ Honeycomb®