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
<table>
<thead>
<tr>
<th>Company</th>
<th>Products</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Danone North America, PBC</strong></td>
<td>Yogurt Drinks: Danimals® Smoothies, Yogurt: Danimals® Nonfat Yogurt Cups,</td>
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<tr>
<td></td>
<td>Danimals® Squeezables (Pouches)</td>
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<tr>
<td><strong>The Kraft Heinz Company</strong></td>
<td>Juices: CAPRI SUN® 100% Juice (all flavors)</td>
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<td>Exempt Beverages: CAPRI SUN® Juice Drink (Mountain Cooler, Splash Cooler,</td>
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<td></td>
<td>Wild Cherry, Pacific Cooler, Strawberry Kiwi, Dragon Fruit Punch, Passionfruit Mango, Fruit Punch, Tropical Punch)</td>
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<tr>
<td></td>
<td>Small Meals: Lunchables® with CAPRI SUN® 100% Juice—Chicken Popper Kabobbles</td>
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<tr>
<td></td>
<td>Lunchables® with CAPRI SUN® 100% Juice—Ham &amp; Cheddar Cracker Stacker</td>
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<tr>
<td><strong>McDonald’s USA</strong></td>
<td>Chicken McNuggets® Happy Meal®: 4 Piece Chicken McNuggets, Kids Size Fries, Apple Slices, 1% Low-Fat White Milk</td>
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<tr>
<td><strong>Post Foods, LLC</strong></td>
<td>Cereals: Berry Fruity Pebbles™, Cocoa Pebbles™, Cocoa Pebbles™ Crunch’d,</td>
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<tr>
<td></td>
<td>Fruity Pebbles™, Fruity Pebbles™ Crunch’d, Honeycomb®</td>
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