Get to Know the Children’s Food & Beverage Advertising Initiative

Improve the landscape of food & beverage advertising to children under age 13

CFBAI Participants

21 Leading food, beverage, & quick-service restaurant companies

Representing 70% of food advertising on children’s TV

CFBAI’s Core Principles

Companies pledge to advertise only foods that meet CFBAI’s Uniform Nutrition Criteria in their child-directed advertising.

OR

Companies do not advertise to children under age 13.

Companies do not advertise in elementary schools.

CFBAI addresses child-directed advertising on covered media.

CFBAI reports annually on participants’ compliance.

CFBAI’s Uniform Nutrition Criteria

Limits on calories, saturated fat, sodium, & added sugars

Requirements for food groups & key nutrients

More About CFBAI

bbbprograms.org/CFBAI