Get to Know the Children’s Food & Beverage Advertising Initiative
Improving the landscape of food & beverage advertising to children under age 13

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

Represening 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.

CFBAI’s Uniform Nutrition Criteria
Limits on calories, saturated fat, sodium, & added sugars

Requirements for food groups & key nutrients

CFBAI reports annually on participants’ compliance.

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CFBAI addresses child-directed advertising on covered media:

Digital TV Radio Print Mobile Apps Influencers Video Games

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CFBAI’s Uniform Nutrition Criteria

More About CFBAI

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