



National Programs

Children’s Food & Beverage Advertising Initiative

CFBAI Product List (August 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
» Keurig Dr. Pepper, Inc.	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)

Keurig Dr. Pepper, Inc.

Fruits

- ◆ Mott's® No Sugar Added Applesause

Juices

- ◆ Mott's® 100% Apple Juice

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® Roarin' Waters (Tropical Punch, Fruit Punch, Strawberry Kiwi, Wild Cherry, Grape, Berry)

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™
- ◆ Fruity Pebbles™
- ◆ Honeycomb®