

PepsiCo Global Nutrition Criteria for Advertising to Children

Application: These criteria apply only to snacks and breakfast cereals. Beverages continue to be governed by ICBA Guidelines.

Calories	≤ 150 Calories per single serve package or per Reference Quantity ¹ if not in single serve package (snacks ²)
Saturated Fat	≤ 10% of Calories (except for Nuts & Seeds, which must be ≤ 15% of Calories)
Trans Fat	< 0.5 g per Reference Quantity
Sodium	≤ 200 mg per Reference Quantity
Added Sugars	≤ 25% of Calories
Food Group to Encourage	At least one Food Group to Encourage ³ , or 2.5 g fiber, per Reference Quantity

Notes:

1. Reference Quantities have been established for different product types eg 30g crisps, 30g nuts, 30g nut bars, 40g trail mix, 40g grain-based and fruit bars, 30g ready-to-eat breakfast cereal.
2. 'Snacks' include potato chips, crisps, corn chips, popcorn, biscuits, crackers, bread snacks, muesli bars, grain-based bars, cookies, cakes, muffins, trail mix, nuts, seeds, nut clusters, nut/seed bars.
3. Food Group to Encourage = Fruit, Vegetables, Whole Grains, Low Fat Milk Products, Nuts/Legumes.
4. A product that has been scientifically formulated to address the specific nutritional needs of a vulnerable population sub-group may be given special consideration after detailed internal review.

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