

PepsiCo's Nutrition Criteria For Advertising to Children

PepsiCo has established a set of nutrition criteria, based on scientific consensus, which will determine which foods and beverages may be advertised directly to children.

These criteria will be effective from 1st January 2011 but may be implemented earlier.

The criteria will be reviewed on a biannual basis and updated as necessary.

BEVERAGES

PepsiCo complies with the International Council of Beverages Associations (ICBA) Guidelines on Marketing to Children.

This commitment is to not place any marketing communication for non-alcoholic beverages other than water (mineral, source and purified), fruit juice, and dairy-based beverage, as defined by local regulations, in paid third party media whose audience consists of 50% or more of children under the age of 12.

Full details: <http://www.icba-net.org/> .

SNACKS AND FOODS

PepsiCo snack and food products must meet all of the following criteria:

Total Fat	≤ 35% of Calories ^{1,2}
Saturated Fat	≤ 10% of Calories ³
Trans Fat	< 0.5g per Reference Quantity ⁴
Cholesterol	≤ 30mg per Reference Quantity
Sodium	≤ 150mg per Reference Quantity
Added Sugars	≤ 10% of Calories ⁵
Food Group to Encourage	At least ½ serving of one Food Group to Encourage ⁶ per Reference Quantity
Nutrient to Encourage	OR Minimum content of one locally relevant Nutrient to Encourage ⁷ per Reference Quantity

Calorie Limit⁸

In addition to the above criteria, all foods that are marketed as being snacks (i.e. consumed outside of normal mealtimes) must have no more than 150 Calories per package.

Footnotes (Snacks and Foods):

1. **Savoury Snacks** may contain up to 43% of Calories from total fat IF they also contain ONE FULL SERVING of a Food Group to Encourage.
2. **Seeds, Nuts and Nut Butters** (eg whole tree nuts, peanuts, seeds, tahini, peanut paste) and **Nut-Containing Products** (which contain at least 50% nuts and ≤ 1 g added fat) are not required to meet the Total Fat limit.
3. **Seeds, Nuts and Nut Butters** may contain up to 15% of Calories from Saturated Fat.
4. **Reference Quantities** have been established for a wide range of snacks and foods eg 30g crisps, 30g nuts, 40g grain-based bars, 30g ready-to-eat breakfast cereal, 50g bread, 245ml soup.
5. **Sweet Snacks, Breakfast Cereals, Sauces and Dips** may contain up to 25% of Calories from added sugars IF they also contain ONE FULL SERVING of a Food Group to Encourage
6. **Food Group to Encourage**. Examples include Fruit, Vegetables, Whole Grains, Low Fat Milk Products, Nuts/Legumes. Serving sizes have been determined for each Food Group.
7. **Nutrient to Encourage**. Examples include: Protein, Fiber, Calcium, Potassium, Magnesium, Iron, Zinc, Folate, Vitamin A, Vitamin D, Vitamin C, Vitamin E (specific nutrients that may be used to meet this criterion are defined locally based on dietary gaps). Minimum contents per Reference Quantity have been determined for each Nutrient to Encourage.
8. The **Calorie limit** does not apply to foods (eg bread, pasta, pancakes, rice, breakfast cereals, oats pasta, sauces, soup, dips). Examples of 'snacks' are 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.