

Appendix Table A

Table A1. Advertising spending: CFBAI listed brands

		Ad spending											
		2016			2013			2010			2007		
Company	Brand	Total ad spending (\$000)	TV spending (\$000)	All other spending (\$000)	Total ad spending (\$000)	TV spending (\$000)	All other spending (\$000)	Total ad spending (\$000)	TV spending (\$000)	All other spending (\$000)	Total ad spending (\$000)	TV spending (\$000)	All other spending (\$000)
Total food, beverage and restaurant companies		\$13,541,675.4	\$10,050,827.2	\$3,490,848.2	\$14,350,997.3	\$10,477,055.5	\$3,873,941.8	\$13,863,956.1	\$9,516,292.1	\$4,347,663.9	\$12,603,791.9	\$8,659,850.9	\$3,943,941.0
Total CFBAI companies		\$5,917,884.0	\$4,203,643.6	\$1,714,240.3	\$6,713,339.6	\$4,715,330.7	\$1,998,008.9	\$6,798,316.0	\$4,451,900.6	\$2,346,415.4	\$6,325,092.0	\$4,078,942.8	\$2,246,149.3
Total CFBAI top-50 listed brands		\$482,304.3	\$337,984.4	\$144,319.9	\$535,726.5	\$412,359.3	\$123,367.2	\$539,207.3	\$422,904.8	\$116,302.4	\$388,407.1	\$311,288.0	\$77,119.1
General Mills	Cheerios	\$124,827.8	\$111,126.7	\$13,701.1	\$166,539.1	\$148,428.1	\$18,111.0	\$141,155.8	\$119,420.5	\$21,735.3	\$113,244.4	\$102,138.2	\$11,106.2
General Mills	Big G Cereals	\$79,684.4	\$46,121.4	\$33,563.0	\$15,302.6	\$8,763.7	\$6,538.9	\$33,112.6	\$31,030.5	\$2,082.1	\$21,201.7	\$18,787.1	\$2,414.6
The Kraft Heinz Company	Lunchables	\$61,639.3	\$15,906.3	\$45,733.0	\$37,583.3	\$16,856.7	\$20,726.6	\$22,461.2	\$7,640.9	\$14,820.3	\$30,408.7	\$11,039.9	\$19,368.9
McDonald's	Happy Meal	\$32,927.1	\$27,707.5	\$5,219.6	\$53,395.5	\$42,423.7	\$10,971.9	\$99,851.5	\$82,517.7	\$17,333.8	\$49,270.9	\$45,899.9	\$3,371.0
The Kraft Heinz Company	Capri Sun	\$30,920.6	\$9,314.0	\$21,606.6	\$19,863.1	\$18,482.2	\$1,380.9	\$19,993.6	\$15,978.7	\$4,014.9	\$19,252.4	\$11,884.0	\$7,368.4
The Kraft Heinz Company	Kraft Macaroni & Cheese	\$28,480.0	\$17,577.7	\$10,902.3	\$35,860.7	\$23,140.2	\$12,720.5	\$23,748.3	\$19,340.4	\$4,408.0	\$33,570.8	\$21,076.1	\$12,494.7
Campbell Soup Company	Pepperidge Farm Goldfish	\$27,617.9	\$19,458.7	\$8,159.2	\$29,034.4	\$13,395.8	\$15,638.6	\$14,727.0	\$9,158.9	\$5,568.0	\$16,174.7	\$10,090.6	\$6,084.1
General Mills	Cinnamon/French Toast Crunch	\$24,824.2	\$24,816.5	\$7.7	\$39,686.6	\$28,586.8	\$11,099.8	\$25,763.4	\$16,531.6	\$9,231.9	\$9,261.5	\$8,853.9	\$407.6
Kellogg Company	Frosted Flakes	\$24,484.4	\$24,453.8	\$30.6	\$36,294.2	\$29,203.3	\$7,090.9	\$31,889.0	\$24,437.3	\$7,451.7	\$12,108.9	\$9,105.5	\$3,003.4
General Mills	Yoplait Go-Gurt	\$10,902.7	\$10,127.6	\$775.0	\$16,683.7	\$16,293.0	\$390.8	\$20,337.9	\$16,418.8	\$3,919.1	\$10,498.9	\$10,162.8	\$336.2
General Mills	Lucky Charms Fruity/Cocoa Pebbles	\$9,085.8	\$8,970.8	\$115.1	\$21,036.4	\$19,457.7	\$1,578.7	\$12,003.2	\$10,520.9	\$1,482.3	\$12,058.3	\$11,318.1	\$740.3
Post Foods		\$8,427.0	\$4,193.6	\$4,233.4	\$6,583.4	\$5,039.5	\$1,543.9	\$9,415.2	\$4,678.3	\$4,736.9	\$13,052.7	\$12,451.5	\$601.2
Kellogg Company	Froot Loops	\$5,511.9	\$5,360.4	\$151.5	\$9,296.3	\$7,423.6	\$1,872.8	\$36,285.5	\$28,071.5	\$8,214.0	\$8,862.7	\$8,390.1	\$472.6
General Mills	Betty Crocker Fruit Snacks	\$4,984.9	\$4,981.3	\$3.6	\$12,227.8	\$12,083.3	\$144.6	\$15,521.9	\$14,447.8	\$1,074.1	\$16,867.8	\$15,110.0	\$1,757.8
The Kraft Heinz Company	Kool-Aid	\$4,009.9	\$3,891.6	\$118.3	\$28,754.7	\$15,197.4	\$13,557.4	\$24,273.9	\$14,663.4	\$9,610.5	\$19,701.7	\$12,139.6	\$7,562.1
General Mills	Cocoa Puffs	\$3,976.6	\$3,976.6	\$0.0	\$7,584.3	\$7,584.3	\$0.0	\$8,667.4	\$8,047.9	\$619.5	\$2,870.8	\$2,840.8	\$30.1

Appendix Table A

Table A1. Advertising spending: CFBAI listed brands (continued)

		Ad spending											
		2016			2013			2010			2007		
		Total ad spending (\$000)	TV spending (\$000)	All other spending (\$000)	Total ad spending (\$000)	TV spending (\$000)	All other spending (\$000)	Total ad spending (\$000)	TV spending (\$000)	All other spending (\$000)	Total ad spending (\$000)	TV spending (\$000)	All other spending (\$000)
Total CFBAI less-advertised listed brands		\$253,410.5	\$203,711.4	\$49,699.1	\$298,767.9	\$210,597.5	\$88,170.4	\$375,873.9	\$294,678.8	\$81,195.1	\$379,641.6	\$314,544.7	\$65,097.0
Company	Brand												
The Dannon Company	Activia, DanActive, Danimals, Dannon Yogurt, Dannon Dairy Drinks, Light & Fit Yogurt, Light & Fit Yogurt Drinks, Oikos Yogurt	\$96,287.9	\$92,722.3	\$3,565.5	\$82,147.5	\$77,954.2	\$4,193.3	\$108,984.7	\$97,629.6	\$11,355.2	\$103,790.4*	\$97,400.1*	\$6,390.3*
Kellogg Company	Apple/Cinnamon Jacks, Corn Pops, Eggo, Frosted Mini-Wheats, Rice Krispies, Scooby Doo	\$86,071.9	\$59,800.4	\$26,271.4	\$115,812.7	\$72,455.9	\$43,356.8	\$127,647.0	\$104,392.0	\$23,254.9	\$128,752.9	\$99,124.3	\$29,628.6
PepsiCo	Quaker Life, Quaker Oats	\$68,114.0	\$48,365.7	\$19,748.3	\$33,990.6	\$17,744.5	\$16,246.1	\$21,363.5	\$7,442.4	\$13,921.1	\$32,938.9	\$28,283.7	\$4,655.2
General Mills	Kids' cereals: Monsters, Cookie Crisp, Golden Grahams, Reese's Peanut Butter Puffs, Trix	\$1,169.9	\$1,169.9	\$0.0	\$17,244.7	\$16,657.1	\$587.6	\$22,404.3	\$21,124.4	\$1,279.9	\$22,892.6	\$21,435.4	\$1,457.2
ConAgra Foods	Kid Cuisine, Peter Pan Peanut Butter, Chef Boyardee	\$1,071.5	\$987.9	\$83.5	\$17,604.9	\$9,440.7	\$8,164.2	\$23,583.4	\$17,778.3	\$5,805.1	\$22,593.7	\$16,412.8	\$6,180.9
Unilever	Popsicle	\$666.0	\$665.1	\$0.9	\$1.9	\$0.0	\$1.9	\$2,026.2	\$793.0	\$1,233.2	\$3,327.5	\$1,794.0	\$1,533.5
The Kraft Heinz Company	Kraft/Polly-O, Kraft Singles	\$29.3	\$0.0	\$29.3	\$27,014.9	\$12,466.6	\$14,548.3	\$44,682.2	\$21,609.9	\$23,072.3	\$33,915.8	\$19,592.6	\$14,323.3
Post Foods	Honey-Comb	\$0.1	\$0.0	\$0.1	\$0.0	\$0.0	\$0.0	\$1,273.5	\$0.0	\$1,273.5	\$7,566.4	\$7,469.4	\$97.0
Campbell Soup Company	Bolthouse Farms	\$0.0	\$0.0	\$0.0	\$1,072.3	\$0.0	\$1,072.3	\$217.2	\$217.2	\$0.0	\$0.0	\$0.0	\$0.0

Table A1. Advertising spending: CFBAI listed brands (continued)

		Ad spending											
		2016			2013			2010			2007		
		Total ad spending (\$000)	TV spending (\$000)	All other spending (\$000)	Total ad spending (\$000)	TV spending (\$000)	All other spending (\$000)	Total ad spending (\$000)	TV spending (\$000)	All other spending (\$000)	Total ad spending (\$000)	TV spending (\$000)	All other spending (\$000)
General Mills	Kids' yogurts: Yoplait Trix, Yoplait Kid Cup	\$0.0	\$0.0	\$0.0	\$3,877.4	\$3,877.4	\$0.0	\$5,268.5	\$5,268.5	\$0.0	\$7,617.2	\$7,107.1	\$510.2
Burger King Corporation	Kids' Meals	\$0.0	\$0.0	\$0.0	\$1.0	\$1.0	\$0.0	\$18,423.4	\$18,423.4	\$0.0	\$16,246.1	\$15,925.4	\$320.7

*Company had not joined CFBAI

Table A2. Advertising spending: CFBAI non-listed brands

	Ad spending												
	2016			2013			2010			2007			
	Total ad spending (\$000)	TV spending (\$000)	All other spending (\$000)	Total ad spending (\$000)	TV spending (\$000)	All other spending (\$000)	Total ad spending (\$000)	TV spending (\$000)	All other spending (\$000)	Total ad spending (\$000)	TV spending (\$000)	All other spending (\$000)	
Total food, beverage and restaurant companies	\$13,541,675.4	\$10,050,827.2	\$3,490,848.2	\$14,350,997.3	\$10,477,055.5	\$3,873,941.8	\$13,863,956.1	\$9,516,292.1	\$4,347,663.9	\$12,603,791.9	\$8,659,850.9	\$3,943,941.0	
Total CFBAI companies	\$5,917,884.0	\$4,203,643.6	\$1,714,240.3	\$6,713,339.6	\$4,715,330.7	\$1,998,008.9	\$6,798,316.0	\$4,451,900.6	\$2,346,415.4	\$6,325,092.0	\$4,078,942.8	\$2,246,149.3	
Total CFBAI top-50 non-listed brands	\$1,796,192.4	\$1,342,374.7	\$453,817.8	\$1,751,555.2	\$1,302,565.8	\$448,989.4	\$1,655,591.6	\$1,123,347.9	\$532,243.7	\$1,235,961.7	\$834,952.2	\$401,009.4	
Company	Brand												
McDonald's	Other (including Mighty Kids Meal)	\$765,548.1	\$552,622.3	\$212,925.8	\$939,154.8	\$657,099.8	\$282,055.1	\$789,465.9	\$524,352.8	\$265,113.1	\$701,030.3	\$490,063.6	\$210,966.7
Burger King Corporation	Other (incl. Big Kids Meal)	\$313,971.3	\$255,175.5	\$58,795.8	\$248,624.1	\$201,591.8	\$47,032.3	\$268,660.1	\$216,377.1	\$52,283.0	\$225,176.4	\$169,159.1	\$56,017.4
The Coca-Cola Company	Coca Cola	\$271,714.5	\$182,842.2	\$88,872.2	\$123,624.7	\$74,491.5	\$49,133.2	\$183,423.8	\$84,814.8	\$98,609.0	\$157,295.1	\$83,241.6	\$74,053.5
The Hershey Company	Hershey's	\$105,244.3	\$85,402.5	\$19,841.8	\$190,637.4	\$156,777.7	\$33,859.7	\$143,760.2	\$94,925.6	\$48,834.6	\$53,149.0	\$21,510.4	\$31,638.6
The Hershey Company	Reese's	\$102,274.4	\$82,959.0	\$19,315.4	\$84,614.9	\$83,758.0	\$856.8	\$93,222.9	\$83,613.3	\$9,609.6	\$19,422.7	\$15,558.1	\$3,864.7
General Mills	Yoplait Yogurt	\$83,424.8	\$78,447.6	\$4,977.2	\$44,533.6	\$40,894.3	\$3,639.3	\$59,604.8	\$47,171.5	\$12,433.3	\$27,283.4	\$17,303.1	\$9,980.4
PepsiCo	Lay's Potato Chips	\$66,581.9	\$37,958.7	\$28,623.2	\$44,913.6	\$28,343.9	\$16,569.8	\$21,573.0	\$9,211.8	\$12,361.2	\$30,545.6	\$21,466.0	\$9,079.5
The Hershey Company	Kit Kat	\$49,087.0	\$37,429.9	\$11,657.1	\$45,446.2	\$37,969.3	\$7,476.8	\$40,019.5	\$38,494.9	\$1,524.5	\$1,325.5	\$0.0	\$1,325.5
Kellogg Company	Pop Tarts	\$38,346.1	\$29,536.9	\$8,809.2	\$30,005.9	\$21,639.4	\$8,366.5	\$55,861.4	\$24,386.1	\$31,475.3	\$20,733.7	\$16,650.5	\$4,083.2

Appendix Table A

Table A2. Advertising spending: CFBAI non-listed brands (continued)

		Ad spending											
		2016			2013			2010			2007		
		Total ad spending (\$000)	TV spending (\$000)	All other spending (\$000)	Total ad spending (\$000)	TV spending (\$000)	All other spending (\$000)	Total ad spending (\$000)	TV spending (\$000)	All other spending (\$000)	Total ad spending (\$000)	TV spending (\$000)	All other spending (\$000)
Total CFBAI all other non-listed brands		\$3,111,976.7	\$2,113,190.5	\$998,786.2	\$3,772,741.3	\$2,532,236.4	\$1,240,504.8	\$4,055,356.0	\$2,485,942.1	\$1,569,414.0	\$4,122,349.8	\$2,495,299.2	\$1,627,050.6
Company	Brand												
PepsiCo	All other brands	\$508,245.2	\$397,346.8	\$110,898.3	\$566,387.1	\$420,433.3	\$145,953.8	\$426,242.1	\$295,796.3	\$130,445.8	\$678,701.7	\$473,541.8	\$205,159.9
The Kraft Heinz Company	All other brands	\$416,873.5	\$178,468.2	\$238,405.3	\$497,906.0	\$247,950.0	\$249,956.0	\$407,599.6	\$158,435.6	\$249,164.0	\$506,788.3	\$230,669.1	\$276,119.2
Mars	All other brands	\$367,800.3	\$209,615.5	\$158,184.8	\$338,461.4	\$155,038.6	\$183,422.8	\$334,669.0	\$191,401.9	\$143,267.2	\$339,224.0	\$208,129.0	\$131,095.1
Nestle USA	All brands	\$309,582.3	\$196,868.3	\$112,714.0	\$361,359.2	\$241,959.1	\$119,400.1	\$494,077.7	\$244,009.4	\$250,068.3	\$397,157.4*	\$246,243.5*	\$150,913.9*
The Coca-Cola Company	All other brands	\$242,542.2	\$174,884.1	\$67,658.1	\$178,205.5	\$131,947.9	\$46,257.6	\$260,617.1	\$181,261.0	\$79,356.1	\$213,477.6	\$134,970.9	\$78,506.7
General Mills	All other brands	\$233,183.5	\$202,622.7	\$30,560.7	\$471,694.0	\$408,501.5	\$63,192.5	\$597,053.0	\$478,596.4	\$118,456.6	\$360,156.8	\$269,965.5	\$90,191.3
Unilever	All other brands	\$218,743.0	\$140,415.9	\$78,327.0	\$132,569.7	\$85,137.9	\$47,431.8	\$97,936.3	\$44,363.9	\$53,572.4	\$154,164.2	\$60,118.9	\$94,045.3
Kellogg Company	All other brands	\$178,745.9	\$117,434.1	\$61,311.9	\$352,595.9	\$223,852.9	\$128,743.0	\$390,122.0	\$239,015.3	\$151,106.7	\$377,781.0	\$256,167.8	\$121,613.2
Mondelez Global	All brands	\$176,883.2	\$113,276.9	\$63,606.3	\$158,925.7	\$108,536.1	\$50,389.6	\$254,952.6*	\$171,000.2*	\$83,952.4*	\$359,552.3*	\$188,607.7*	\$170,944.6*
The Hershey Company	All other brands	\$133,006.2	\$110,130.5	\$22,875.6	\$188,550.8	\$166,731.8	\$21,819.1	\$87,308.9	\$84,324.6	\$2,984.3	\$6,299.6	\$3.0	\$6,296.6
Campbell Soup Company	All other brands	\$108,430.9	\$87,023.6	\$21,407.2	\$274,974.5	\$170,444.8	\$104,529.7	\$399,522.0	\$203,380.6	\$196,141.4	\$460,569.3	\$278,083.0	\$182,486.3
ConAgra Foods	All other brands	\$73,778.1	\$63,209.7	\$10,568.4	\$106,331.8	\$70,420.6	\$35,911.3	\$144,485.6	\$92,595.2	\$51,890.5	\$149,898.8	\$92,081.3	\$57,817.6
Post Foods	All other brands	\$70,294.0	\$51,679.0	\$18,614.9	\$83,630.2	\$55,919.0	\$27,711.1	\$81,661.4	\$39,035.3	\$42,626.1	\$86,518.8	\$34,853.6	\$51,665.2
Ferrero USA	All brands	\$68,186.2	\$65,322.0	\$2,864.3	\$54,395.6	\$42,596.9	\$11,798.7	\$46,389.0	\$41,362.2	\$5,026.8	\$28,095.5	\$21,628.3	\$6,467.2
The Dannon Company	All other brands	\$5,679.5	\$4,893.1	\$786.4	\$4,026.0	\$207.6	\$3,818.4	\$30,575.2	\$19,309.8	\$11,265.4	\$3,964.3*	\$235.8*	\$3,728.5
American Licorice Company	All brands	\$2.8	\$0.0	\$2.8	\$2,727.9*	\$2,558.6*	\$169.3*	\$2,144.5*	\$2,054.5*	\$90.0*	\$0.0*	\$0.0*	\$0.0*

*Company had not joined CFBAI

Table A3. Advertising spending: CCAI companies and non-participating companies with healthy brands

	Ad spending												
	2016			2013			2010			2007			
	Total ad spending (\$000)	TV spending (\$000)	All other spending (\$000)	Total ad spending (\$000)	TV spending (\$000)	All other spending (\$000)	Total ad spending (\$000)	TV spending (\$000)	All other spending (\$000)	Total ad spending (\$000)	TV spending (\$000)	All other spending (\$000)	
Total food, beverage and restaurant companies	\$13,541,675.4	\$10,050,827.2	\$3,490,848.2	\$14,350,997.3	\$10,477,055.5	\$3,873,941.8	\$13,863,956.1	\$9,516,292.1	\$4,347,663.9	\$12,603,791.9	\$8,659,850.9	\$3,943,941.0	
Total CCAI and non-participating companies with healthy brands	\$309,073.9	\$209,167.6	\$99,836.3	\$254,317.4	\$164,338.1	\$89,979.3	\$143,225.0	\$78,666.5	\$64,558.5	\$98,713.9	\$33,634.4	\$65,079.5	
Total CCAI companies	\$18,363.7	\$10,996.2	\$7,297.5	\$34,091.2	\$24,712.3	\$9,378.9	\$23,443.3	\$15,839.2	\$7,604.0	\$27,473.3	\$12,848.4	\$14,624.9	
Company													
Ghirardelli Chocolate	\$13,872.2	\$7,989.4	\$5,882.8	\$25,478.8	\$19,687.4	\$5,791.4	\$17,040.0	\$15,754.6	\$1,285.4	\$22,351.0	\$12,684.3	\$9,666.7	
Jelly Belly Candy Company	\$4,221.8	\$3,006.8	\$1,215.0	\$1,924.9	\$434.9	\$1,490.0	\$5,141.7	\$84.6	\$5,057.1	\$3,644.6	\$164.1	\$3,480.5	
Just Born Quality Confections	\$193.0	\$0.0	\$193.0	\$6,616.6	\$4,590.0	\$2,026.6	\$1,252.6	\$0.0	\$1,252.6	\$1,468.0	\$0.0	\$1,468.0	
The Promotion in Motion Companies	\$70.0	\$0.0	\$0.0	\$56.0	\$0.0	\$56.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	
Brown & Haley	\$6.7	\$0.0	\$6.7	\$15.0	\$0.0	\$15.0	\$9.0	\$0.0	\$9.0	\$9.8	\$0.0	\$9.8	
Ferrara Candy Company	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	
R.M. Palmer Company	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	
Wolfgang Candy Company	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	
Total non-participating companies with healthy brands	\$290,710.2	\$198,171.4	\$92,538.8	\$220,226.2	\$139,625.8	\$80,600.3	\$119,781.7	\$62,827.3	\$56,954.4	\$71,240.6	\$20,786.0	\$50,454.6	
Company	Brand												
MilkPEP	MilkPEP	\$57,511.7	\$35,895.1	\$21,616.6	\$58,976.8	\$32,002.2	\$26,974.6	\$10.7	\$0.0	\$10.7	\$20.6	\$0.0	\$20.6
WhiteWave Foods Co	Silk	\$49,616.4	\$22,726.9	\$26,889.4	\$35,194.2	\$20,242.2	\$14,951.9	\$36,977.4	\$16,887.7	\$20,089.7	\$22,792.9	\$13,858.8	\$8,934.1
Chobani	Chobani	\$42,875.0	\$39,743.1	\$3,132.0	\$27,223.0	\$17,907.6	\$9,315.4	\$35.0	\$0.0	\$35.0	\$0.0	\$0.0	\$0.0
The Wonderful Company	POM Wonderful	\$32,043.9	\$25,884.7	\$6,159.2	\$3,422.7	\$0.0	\$3,422.7	\$8,696.5	\$8,222.6	\$473.9	\$2,224.4	\$0.0	\$2,224.4
The Wonderful Company	Pistachios & Almonds	\$30,816.3	\$21,121.4	\$9,695.0	\$34,763.4	\$30,902.3	\$3,861.0	\$14,047.8	\$13,328.6	\$719.2	\$0.0	\$0.0	\$0.0
WhiteWave Foods Co	All other brands	\$23,911.0	\$13,519.8	\$10,391.2	\$35,689.4	\$17,594.5	\$18,094.9	\$35,082.6	\$18,079.5	\$17,003.1	\$20,488.1	\$1,154.2	\$19,333.9
The Wonderful Company	Wonderful Halos	\$23,831.6	\$17,452.3	\$6,379.3	\$5,792.5	\$5,519.0	\$273.5	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
The Wonderful Company	Fiji Water	\$9,214.7	\$5,428.6	\$3,786.1	\$587.9	\$0.0	\$587.9	\$624.7	\$0.0	\$624.7	\$5,641.0	\$0.0	\$5,641.0
Dole Food Company	Dole Fruit Bowls	\$7,217.0	\$6,853.8	\$363.1	\$6,173.9	\$6,021.6	\$152.3	\$1,050.2	\$0.0	\$1,050.2	\$3,313.9	\$0.0	\$3,313.9
Birds Eye	Birds Eye Frozen Vegetables/Entrees	\$4,345.6	\$4,180.6	\$165.1	\$9,215.0	\$8,883.2	\$331.8	\$7,158.1	\$2,632.6	\$4,525.5	\$7,928.3	\$5,247.2	\$2,681.1
Dole Food Company	All other brands	\$4,040.3	\$3,107.7	\$932.6	\$2,934.4	\$553.2	\$2,381.3	\$12,620.0	\$3,676.3	\$8,943.7	\$1,989.6	\$525.7	\$1,463.9
Dole Food Company	Dole Fruitocracy	\$2,664.3	\$2,257.3	\$407.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
The Wonderful Company	All other brands	\$2,622.4	\$0.0	\$2,622.4	\$253.0	\$0.0	\$253.0	\$3,478.7	\$0.0	\$3,478.7	\$6,841.6	\$0.0	\$6,841.6

Appendix Table A

Table A4. Advertising spending: non-participating top-50 companies

		Ad spending											
		2016			2013			2010			2007		
		Total ad spending (\$000)	TV spending (\$000)	All other spending (\$000)	Total ad spending (\$000)	TV spending (\$000)	All other spending (\$000)	Total ad spending (\$000)	TV spending (\$000)	All other spending (\$000)	Total ad spending (\$000)	TV spending (\$000)	All other spending (\$000)
Total food, beverage and restaurant companies		\$13,541,675.4	\$10,050,827.2	\$3,490,848.2	\$14,350,997.3	\$10,477,055.5	\$3,873,941.8	\$13,863,956.1	\$9,516,292.1	\$4,347,663.9	\$12,603,791.9	\$8,659,850.9	\$3,943,941.0
Total non-participating top-50 companies		\$3,438,969.6	\$2,991,889.5	\$447,080.1	\$3,489,817.7	\$3,103,444.7	\$386,373.0	\$3,013,370.8	\$2,686,956.2	\$326,414.7	\$2,790,185.1	\$2,520,422.4	\$269,762.7
Company	Brand												
Total non-participating companies with top-50 child-directed brands		\$1,068,759.5	\$896,738.3	\$172,021.2	\$1,153,646.5	\$984,977.7	\$168,668.8	\$999,233.6	\$837,724.0	\$161,509.6	\$896,340.7	\$767,087.9	\$129,252.8
Subway	All other	\$457,451.6	\$384,847.3	\$72,604.3	\$553,187.8	\$474,026.5	\$79,161.3	\$474,939.0	\$408,666.1	\$66,273.0	\$339,278.1	\$301,273.2	\$38,004.9
Sonic	All other	\$241,975.5	\$222,901.5	\$19,074.0	\$211,494.1	\$196,147.0	\$15,347.1	\$149,611.2	\$127,220.8	\$22,390.4	\$164,663.9	\$146,423.7	\$18,240.2
Wendy's	All other	\$230,656.7	\$175,432.9	\$55,223.8	\$286,705.7	\$221,837.5	\$64,868.2	\$268,559.9	\$204,604.8	\$63,955.1	\$296,817.5	\$237,980.6	\$58,837.0
Chuck E. Cheese's		\$28,005.7	\$19,886.2	\$8,119.5	\$26,041.1	\$24,659.2	\$1,381.8	\$23,752.2	\$22,552.9	\$1,199.3	\$22,650.4	\$19,074.6	\$3,575.8
Fromageries Bel SA	Mini Babybel	\$27,160.4	\$15,818.5	\$11,342.0	\$15,163.7	\$15,163.7	\$0.0	\$12,587.8	\$12,476.4	\$111.4	\$4,072.7	\$3,702.5	\$370.2
Dave & Busters		\$22,774.5	\$22,259.0	\$515.4	\$18,093.0	\$16,747.2	\$1,345.8	\$18,493.5	\$15,668.8	\$2,824.7	\$11,399.4	\$10,277.0	\$1,122.4
Perfetti Van Melle	Mentos	\$14,624.6	\$14,489.9	\$134.8	\$7,873.1	\$3,429.6	\$4,443.6	\$17,949.6	\$15,867.3	\$2,082.2	\$88.4	\$0.0	\$88.4
Fromageries Bel SA	Laughing Cow	\$12,078.0	\$12,077.9	\$0.0	\$15,509.2	\$15,402.9	\$106.3	\$17,477.3	\$17,340.9	\$136.4	\$5,740.1	\$0.0	\$5,740.1
Fromageries Bel SA	Laughing Cow Cheese Dippers Snacks	\$9,406.2	\$9,406.2	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
Subway	Kids' meals	\$6,834.9	\$2,055.4	\$4,779.5	\$4,428.7	\$2,634.9	\$1,793.8	\$243.1	\$198.5	\$44.6	\$41,295.6	\$39,443.6	\$1,852.0
Perfetti Van Melle	Air Heads	\$6,833.0	\$6,770.6	\$62.4	\$4,934.6	\$4,934.1	\$0.5	\$5,379.2	\$5,180.5	\$198.6	\$3,921.7	\$3,899.9	\$21.7
TOPPS	Juicy Drop Candy	\$3,836.3	\$3,836.3	\$0.0	\$2,239.3	\$2,239.3	\$0.0	\$884.2	\$884.2	\$0.0	\$842.5	\$823.8	\$18.6
TOPPS	All other brands	\$2,553.7	\$2,553.7	\$0.0	\$3,509.0	\$3,509.0	\$0.0	\$1,714.4	\$1,691.3	\$23.1	\$3,549.5	\$3,411.3	\$138.1
TOPPS	Crunchkins	\$2,522.5	\$2,522.5	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
TOPPS	Ring Pop	\$1,722.7	\$1,722.7	\$0.0	\$1,255.0	\$1,116.9	\$138.1	\$1,084.7	\$1,052.8	\$31.9	\$773.6	\$773.6	\$0.0
Sonic	Kids' meals	\$146.3	\$146.3	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
Perfetti Van Melle	All other brands	\$135.3	\$0.0	\$135.3	\$0.0	\$0.0	\$0.0	\$0.5	\$0.0	\$0.5	\$190.7	\$0.0	\$190.7
Fromageries Bel SA	All other brands	\$31.4	\$1.2	\$30.2	\$94.6	\$12.2	\$82.4	\$6,557.0	\$4,318.7	\$2,238.3	\$1,054.0	\$1.3	\$1,052.7
Wendy's	Kids' meals	\$10.4	\$10.4	\$0.0	\$3,117.6	\$3,117.6	\$0.0	\$0.0	\$0.0	\$0.0	\$2.7	\$2.7	\$0.0

Appendix Table A

Table A4. Advertising spending: non-participating top-50 companies (continued)

	Ad spending											
	2016			2013			2010			2007		
	Total ad spending (\$000)	TV spending (\$000)	All other spending (\$000)	Total ad spending (\$000)	TV spending (\$000)	All other spending (\$000)	Total ad spending (\$000)	TV spending (\$000)	All other spending (\$000)	Total ad spending (\$000)	TV spending (\$000)	All other spending (\$000)
Non-participating top-50 fast food restaurants	\$1,767,441.8	\$1,558,482.3	\$208,959.5	\$1,570,903.2	\$1,425,365.9	\$145,537.3	\$1,299,391.3	\$1,179,654.4	\$119,736.9	\$1,255,359.3	\$1,165,542.4	\$89,816.9
Taco Bell	\$339,527.2	\$284,220.8	\$55,306.3	\$317,008.3	\$279,745.3	\$37,263.0	\$266,597.9	\$245,901.9	\$20,695.9	\$246,164.2	\$228,277.1	\$17,887.0
Domino's Pizza	\$277,122.8	\$236,999.6	\$40,123.2	\$186,709.7	\$160,893.2	\$25,816.4	\$161,020.4	\$125,484.1	\$35,536.2	\$141,380.5	\$119,597.2	\$21,783.3
KFC	\$204,200.6	\$186,787.8	\$17,412.9	\$263,402.4	\$242,462.4	\$20,940.0	\$227,720.3	\$202,662.1	\$25,058.3	\$289,484.5	\$275,541.2	\$13,943.2
Pizza Hut	\$202,994.2	\$192,326.4	\$10,667.8	\$239,356.4	\$225,955.4	\$13,401.1	\$232,079.2	\$222,518.7	\$9,560.5	\$235,622.3	\$218,267.2	\$17,355.1
Papa John's	\$165,224.0	\$146,543.6	\$18,680.4	\$158,247.9	\$151,781.9	\$6,465.9	\$137,852.2	\$131,821.2	\$6,031.0	\$103,465.0	\$98,528.4	\$4,936.7
Little Caesars	\$161,684.5	\$134,745.9	\$26,938.5	\$109,362.2	\$92,488.7	\$16,873.5	\$20,593.5	\$16,111.4	\$4,482.1	\$10,324.8	\$7,023.8	\$3,301.0
Arby's	\$150,271.3	\$144,524.1	\$5,747.3	\$118,570.8	\$113,984.1	\$4,586.7	\$107,100.3	\$102,506.4	\$4,593.9	\$127,532.6	\$123,691.8	\$3,840.8
Popeye's	\$138,971.6	\$106,513.8	\$32,457.8	\$89,528.5	\$72,081.4	\$17,447.1	\$61,461.1	\$49,142.8	\$12,318.3	\$35,354.2	\$31,058.7	\$4,295.5
Dairy Queen	\$127,445.6	\$125,820.3	\$1,625.3	\$88,717.0	\$85,973.4	\$2,743.5	\$84,966.4	\$83,505.7	\$1,460.7	\$66,031.2	\$63,556.9	\$2,474.4
Non-participating top-50 casual restaurants	\$602,768.3	\$536,668.9	\$66,099.4	\$765,268.0	\$693,101.1	\$72,166.9	\$714,746.0	\$669,577.8	\$45,168.1	\$638,485.1	\$587,792.1	\$50,693.0
Olive Garden	\$130,708.2	\$116,674.3	\$14,034.0	\$161,898.0	\$139,729.6	\$22,168.3	\$156,419.7	\$134,754.6	\$21,665.1	\$125,114.3	\$123,670.5	\$1,443.8
Applebee's	\$122,774.5	\$106,157.1	\$16,617.4	\$149,409.3	\$143,837.5	\$5,571.8	\$131,316.3	\$124,740.3	\$6,576.0	\$154,203.7	\$142,460.6	\$11,743.1
Chili's Grill & Bar	\$96,095.3	\$86,079.5	\$10,015.8	\$93,279.4	\$84,231.8	\$9,047.6	\$104,589.1	\$101,647.8	\$2,941.3	\$76,365.2	\$68,800.7	\$7,564.5
Red Lobster	\$79,439.9	\$78,657.6	\$782.4	\$147,558.4	\$134,658.0	\$12,900.3	\$124,080.4	\$119,631.2	\$4,449.2	\$118,339.4	\$115,631.6	\$2,707.8
Outback Steakhouse	\$69,941.8	\$63,635.4	\$6,306.4	\$97,990.9	\$90,958.2	\$7,032.6	\$92,153.1	\$88,431.7	\$3,721.3	\$85,677.0	\$63,665.6	\$22,011.4
Denny's Restaurant	\$61,378.7	\$46,441.9	\$14,936.8	\$59,320.6	\$47,178.2	\$12,142.4	\$67,287.4	\$64,641.8	\$2,645.6	\$54,763.7	\$51,955.1	\$2,808.6
Golden Corral Restaurant	\$42,429.8	\$39,023.2	\$3,406.6	\$55,811.5	\$52,507.6	\$3,303.9	\$38,899.9	\$35,730.3	\$3,169.6	\$24,021.8	\$21,608.0	\$2,413.8

Table B1. TV advertising exposure: CFBAI listed brands on all TV programming

	Total ads viewed															
	2016				2013				2010				2007			
	2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y
Total food, beverage and restaurant companies	3,811.3	4,023.4	4,112.3	6,291.1	4,394.6	4,624.5	5,502.3	6,962.0	4,194.4	4,889.4	5,570.3	6,148.9	3,960.7	4,519.1	4,802.9	4,862.6
Total CFBAI companies	1,984.8	2,218.1	2,145.9	3,094.1	2,652.0	2,792.4	3,067.5	3,661.5	2,645.8	3,153.5	3,298.9	3,347.0	2,786.6	3,219.8	2,982.3	2,691.5
Total CFBAI top-50 listed brands	775.4	957.1	560.7	320.4	972.1	1,040.4	687.9	372.1	939.2	1,117.2	715.0	325.5	746.7	887.9	518.6	197.3
Company	Brand															
McDonald's	Happy Meal															
	139.0	157.6	79.9	31.5	190.8	205.9	122.5	41.5	198.8	233.7	138.0	54.5	99.0	115.7	65.9	23.8
The Kraft Heinz Company	Lunchables															
	68.1	96.8	57.8	22.1	49.1	61.4	51.6	21.7	23.2	29.2	16.2	5.2	35.1	44.4	25.5	6.7
General Mills	Big G Cereals															
	66.6	79.1	48.1	38.6	38.6	37.9	24.7	12.9	36.2	42.8	38.6	28.3	21.4	23.6	16.8	11.4
General Mills	Cinnamon/French Toast Crunch															
	51.8	61.4	37.3	23.0	97.6	95.9	62.5	41.1	56.8	67.4	44.9	20.4	46.2	53.6	28.9	6.4
General Mills	Cheerios															
	51.1	59.3	53.1	68.1	101.4	101.4	87.3	101.8	65.5	77.1	62.8	51.8	63.1	73.5	54.2	40.1
The Kraft Heinz Company	Capri Sun															
	49.1	67.4	37.5	14.7	41.4	50.4	34.1	15.1	47.2	63.5	50.8	25.3	31.3	39.3	26.4	18.1
General Mills	Yoplait Go-Gurt															
	48.9	55.4	29.3	14.7	79.5	77.5	47.0	24.7	44.2	50.0	33.0	18.6	48.0	55.2	30.0	6.7
Kellogg Company	Froot Loops															
	44.9	52.8	27.2	9.5	36.2	42.0	24.7	7.0	48.6	55.5	35.3	21.0	39.3	44.6	23.7	6.1
General Mills	Betty Crocker Fruit Snacks															
	40.2	46.1	23.9	9.8	90.1	89.9	50.8	18.1	104.7	119.0	68.2	16.2	72.1	81.0	43.3	9.8
Post Foods	Fruity/Cocoa Pebbles															
	39.4	50.5	27.5	9.0	44.6	56.4	34.9	9.6	59.7	71.8	38.5	10.1	54.7	72.0	39.9	11.8
General Mills	Lucky Charms															
	34.5	42.0	23.7	11.4	70.7	69.8	43.7	24.6	47.3	55.4	31.5	7.8	57.3	66.3	35.0	8.0
Kellogg Company	Frosted Flakes															
	32.6	40.4	28.0	22.9	26.9	33.2	26.8	18.8	60.5	72.5	43.5	16.6	37.9	40.8	21.9	6.2
The Kraft Heinz Company	Kool-Aid															
	31.1	42.6	22.9	7.4	0.0	0.0	0.0	0.0	30.1	41.8	35.7	20.9	41.0	54.5	35.9	18.0
The Kraft Heinz Company	Kraft Macaroni & Cheese															
	30.2	42.0	26.6	19.2	4.4	5.1	7.5	11.3	35.1	43.5	27.2	15.3	36.6	48.0	30.9	14.3
Campbell Soup Company	Pepperidge Farm Goldfish															
	25.2	37.6	24.7	13.7	43.3	57.6	38.6	14.4	39.8	46.7	24.0	6.8	46.9	54.7	29.3	7.4
General Mills	Cocoa Puffs															
	22.5	26.2	13.2	4.6	57.6	56.0	31.1	9.5	41.6	47.3	26.7	6.6	17.0	20.7	11.0	2.5

Table B1. TV advertising exposure: CFBAI listed brands on all TV programming (continued)

		Total ads viewed															
		2016				2013				2010				2007			
		2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y
Total CFBAI less-advertised listed brands		105.3	116.1	96.9	165.7	296.7	308.8	217.5	182.2	500.7	574.9	382.7	271.0	596.3	688.6	425.3	246.1
Company	Brand																
The Dannon Company	Activia, DanActive, Danimals, Dannon Yogurt, Dannon Dairy Drinks, Light & Fit Yogurt, Light & Fit Yogurt Drinks, Oikos Yogurt	55.5	63.3	50.2	83.3	48.7	52.6	43.9	60.2	91.2	95.3	68.8	91.3	59.0*	55.6*	44.2*	73.0*
PepsiCo	Quaker Life, Quaker Oats	18.0	17.1	18.4	42.5	6.1	5.7	7.4	12.8	2.6	2.7	3.9	6.9	14.4	16.4	21.2	36.6
Kellogg Company	Apple/Cinnamon Jacks, Corn Pops, Eggo, Frosted Mini-Wheats, Rice Krispies, Scooby Doo	14.5	14.3	16.6	36.3	54.1	58.5	54.5	65.0	86.4	102.1	93.5	96.3	156.2	178.3	118.9	69.1
General Mills	Kids' cereals: Monsters, Cookie Crisp, Golden Grahams, Reese's Peanut Butter Puffs, Trix	7.0	7.7	3.7	1.4	127.9	124.7	68.2	21.2	116.1	131.0	73.4	18.2	123.5	143.6	76.6	17.1
Unilever	Popsicle	6.8	7.7	3.8	1.3	0.0	0.0	0.0	0.0	6.1	8.2	4.9	1.2	8.4	10.1	5.6	1.2
ConAgra Foods	Kid Cuisine, Peter Pan Peanut Butter, Chef Boyardee	3.4	6.0	4.1	0.9	18.6	26.0	17.7	8.1	47.5	55.9	32.2	16.6	62.6	72.2	40.9	13.7
Campbell Soup Company	Bolthouse Farms	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
General Mills	Kids' yogurts: Yoplait Trix, Yoplait Kid Cup	0.0	0.0	0.0	0.0	38.4	38.6	21.6	6.4	30.2	34.5	19.5	4.9	33.5	39.4	21.1	4.7
The Kraft Heinz Company	Kraft/Polly-O, Kraft Singles	0.0	0.0	0.0	0.0	3.0	2.9	4.3	8.6	16.0	21.6	20.9	18.4	4.5	4.9	6.3	9.9
Post Foods	Honey-Comb	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	44.2	56.8	32.3	7.4
Burger King Corporation	Kids' Meals	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	104.6	123.7	65.7	17.3	90.0	111.2	58.2	13.4

*Company had not joined CFBAI

Table B2. TV advertising exposure: CFBAI listed brands on children's TV

		Ads viewed on children's TV															
		2016				2013				2010				2007			
		2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y
Total food, beverage and restaurant companies		1,194.8	1,281.0	656.1	241.9	1,662.3	1,698.9	1,009.9	305.7	1,875.2	2,022.5	1,119.8	308.1	2,117.7	2,348.3	1,248.5	314.9
Total CFBAI companies		724.3	898.0	464.3	159.7	1,204.2	1,324.3	792.1	268.5	1,336.8	1,542.0	853.8	225.3	1,537.0	1,792.1	959.9	229.8
Total CFBAI top-50 listed brands		675.8	838.0	429.4	146.5	840.1	901.7	524.1	153.6	817.1	951.3	520.3	133.4	669.6	802.5	428.5	96.8
Company	Brand																
McDonald's	Happy Meal	131.7	152.0	77.1	28.3	176.0	191.8	112.0	32.4	180.4	209.3	110.6	29.9	87.7	102.9	54.4	13.1
The Kraft Heinz Company	Lunchables	60.1	85.3	45.9	14.1	38.2	47.7	31.3	9.2	22.3	27.7	14.9	3.9	33.0	42.1	22.8	4.9
General Mills	Big G Cereals	52.2	62.0	30.3	10.6	33.6	32.6	18.1	5.6	25.4	27.6	15.4	4.0	10.8	11.3	6.7	1.4
The Kraft Heinz Company	Capri Sun	46.0	62.3	33.0	10.4	37.5	45.7	27.8	7.8	34.2	42.2	23.2	6.0	24.2	31.7	16.6	3.6
General Mills	Yoplait Go-Gurt	45.1	50.0	24.3	8.9	71.4	70.3	39.0	11.7	39.0	44.6	24.8	6.1	46.4	53.8	29.4	6.5
Kellogg Company	Froot Loops	44.5	51.8	26.5	9.4	34.9	40.7	24.1	6.8	42.1	48.0	26.2	6.9	37.6	42.9	22.7	5.5
General Mills	Cinnamon/French Toast Crunch	43.8	51.7	25.5	9.0	85.1	82.9	46.0	14.2	51.1	58.6	32.3	8.2	44.4	52.1	28.3	6.2
General Mills	Betty Crocker Fruit Snacks	38.3	42.7	20.1	7.4	87.7	87.2	48.0	14.5	104.2	118.2	67.4	16.1	69.9	79.0	42.4	9.5
Post Foods	Fruity/Cocoa Pebbles	38.3	49.3	26.8	8.8	36.5	50.6	32.1	8.4	36.5	44.2	23.4	6.2	51.3	68.2	36.1	8.1
General Mills	Lucky Charms	31.0	37.3	18.1	6.4	63.3	61.8	34.1	10.6	46.9	54.1	30.1	7.6	55.4	64.6	34.3	7.7
The Kraft Heinz Company	Kool-Aid	29.6	40.4	21.4	7.0	0.0	0.0	0.0	0.0	20.2	25.8	14.5	3.6	34.3	46.9	25.1	5.3
The Kraft Heinz Company	Kraft Macaroni & Cheese	27.0	39.3	20.5	6.2	0.0	0.0	0.0	0.0	30.5	37.9	19.9	5.1	31.3	41.7	22.2	4.7
Kellogg Company	Frosted Flakes	24.1	29.8	15.7	5.3	18.7	22.5	14.0	3.8	56.6	67.4	37.9	9.2	35.0	37.5	19.3	4.6
General Mills	Cheerios	22.6	27.9	14.1	5.2	60.9	60.9	35.1	10.7	47.7	53.8	30.6	7.6	47.1	55.1	29.3	6.6
General Mills	Cocoa Puffs	21.8	24.8	12.1	4.4	56.8	55.0	30.5	9.4	41.4	46.5	25.8	6.5	16.6	20.4	10.9	2.4
Campbell Soup Company	Pepperidge Farm Goldfish	19.6	31.4	18.0	5.1	39.5	51.9	32.1	8.7	38.7	45.4	23.3	6.6	44.5	52.3	28.0	6.8

Table B2. TV advertising exposure: CFBAI listed brands on children's TV (continued)

		Ads viewed on children's TV															
		2016				2013				2010				2007			
		2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y
Total CFBAI less-advertised listed brands		34.4	42.0	23.7	7.7	217.0	231.9	134.0	38.6	415.4	475.1	257.3	67.0	455.8	543.0	291.4	66.2
Company	Brand																
The Dannon Company	Activia, DanActive, Danimals, Dannon Yogurt, Dannon Dairy Drinks, Light & Fit Yogurt, Light & Fit Yogurt Drinks, Oikos Yogurt	18.0	22.5	13.5	4.4	23.6	29.5	18.6	5.0	61.1	65.8	35.3	9.8	0.0*	0.0*	0.0*	0.0*
General Mills	Kids' cereals: Monsters, Cookie Crisp, Golden Grahams, Reese's Peanut Butter Puffs, Trix	6.9	7.4	3.5	1.4	109.8	107.3	58.9	18.1	115.6	129.5	71.8	18.0	120.2	140.8	75.5	16.7
Unilever	Popsicle	6.4	6.5	2.9	1.1	0.0	0.0	0.0	0.0	6.1	8.2	4.9	1.2	8.4	10.1	5.6	1.2
ConAgra Foods	Kid Cuisine, Peter Pan Peanut Butter, Chef Boyardee	3.0	5.5	3.8	0.8	16.3	23.2	14.6	3.5	40.9	47.7	24.1	6.6	57.5	65.4	34.9	8.2
Campbell Soup Company	Bolthouse Farms	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
General Mills	Kids' yogurts: Yoplait Trix, Yoplait Kid Cup	0.0	0.0	0.0	0.0	38.1	38.1	21.3	6.3	30.1	33.9	19.0	4.8	0.0	0.0	0.0	0.0
Kellogg Company	Apple/Cinnamon Jacks, Corn Pops, Eggo, Frosted Mini-Wheats, Rice Krispies, Scooby Doo	0.0	0.0	0.0	0.0	29.3	33.8	20.6	5.7	50.7	58.3	32.0	8.3	138.7	161.7	87.4	20.3
The Kraft Heinz Company	Kraft/Polly-O, Kraft Singles	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.8	10.3	5.9	1.4	0.0	0.0	0.0	0.0
PepsiCo	Quaker Life, Quaker Oats	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Post Foods	Honey-Comb	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	42.7	55.3	30.5	6.7
Burger King Corporation	Kids' Meals	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	103.1	121.4	64.4	17.0	88.3	109.6	57.4	13.2

*Company had not joined CFBAI

Table B3. TV advertising exposure: CFBAI non-listed brands on all TV programming

		Total ads viewed															
		2016				2013				2010				2007			
		2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y
Total food, beverage and restaurant companies		3,811.3	4,023.4	4,112.3	6,291.1	4,394.6	4,624.5	5,502.3	6,962.0	4,194.4	4,889.4	5,570.3	6,148.9	3,960.7	4,519.1	4,802.9	4,862.6
Total CFBAI companies		1,984.8	2,218.1	2,145.9	3,094.1	2,652.0	2,792.4	3,067.5	3,661.5	2,645.8	3,153.5	3,298.9	3,347.0	2,786.6	3,219.8	2,982.3	2,691.5
Total CFBAI top-50 non-listed brands		316.0	338.1	445.0	732.8	337.2	363.1	582.1	818.1	276.3	340.6	531.0	625.6	296.3	346.5	367.4	323.5
Company	Brand																
Burger King Corporation	Other (incl. Big Kids Meal)	93.6	101.0	139.1	235.1	50.8	54.0	96.0	147.1	62.0	74.7	142.4	161.6	46.6	61.1	100.8	101.9
McDonald's	Other (including Mighty Kids Meal)	44.4	45.6	54.2	101.2	75.7	83.2	123.4	179.5	76.3	91.0	127.7	151.6	139.0	152.2	153.3	132.5
The Hershey Company	Hershey's	39.4	38.3	50.9	91.0	104.3	108.7	170.9	250.8	54.4	69.1	95.7	120.0	11.0	14.0	21.2	23.9
The Hershey Company	Reese's	32.1	33.2	45.9	77.8	39.6	43.4	71.9	97.7	34.8	44.4	69.4	80.4	7.2	8.9	15.3	17.5
Kellogg Company	Pop Tarts	23.8	31.8	40.6	42.4	20.4	23.4	38.8	34.4	6.7	7.5	11.5	18.0	75.8	87.7	46.3	12.0
General Mills	Yoplait Yogurt	23.6	25.1	30.1	51.2	8.3	9.5	12.3	16.5	10.0	11.6	16.8	26.0	5.8	8.8	14.0	12.8
The Hershey Company	Kit Kat	20.2	20.5	29.2	49.0	21.6	23.4	39.5	53.6	21.4	28.1	45.2	46.5	0.0	0.0	0.0	0.0
The Coca-Cola Company	Coca Cola	19.7	22.3	27.6	40.1	5.7	6.0	8.9	13.3	8.5	11.1	17.7	16.3	7.0	8.0	9.5	14.2
PepsiCo	Lay's Potato Chips	19.2	20.3	27.5	44.8	10.8	11.4	20.3	25.2	2.1	3.0	4.5	5.3	3.9	5.7	7.0	8.5
Total CFBAI all other non-listed brands		718.2	729.4	929.0	1,710.8	946.6	965.6	1,416.3	2,095.6	895.1	1,078.5	1,599.4	2,035.2	1,111.9	1,252.9	1,588.6	1,838.9
Company	Brand																
PepsiCo	All other brands	126.2	134.5	182.8	300.0	97.0	105.9	179.9	244.1	55.1	70.2	125.4	146.5	154.5	181.8	215.5	208.1
Mars	All other brands	84.3	89.1	131.0	215.2	82.3	88.9	169.3	193.7	90.7	119.2	219.8	213.5	101.9	137.3	234.7	204.0
Nestle USA	All brands	76.6	78.2	98.5	183.4	131.1	99.2	138.5	209.7	114.5	122.3	188.0	221.0	142.3*	131.9*	162.0*	189.3*
The Kraft Heinz Company	All other brands	64.2	62.8	71.8	144.6	62.0	62.9	100.2	172.7	47.8	57.8	85.8	123.9	56.9	63.1	85.9	136.3
General Mills	All other brands	63.1	66.1	73.7	138.8	178.7	187.1	236.4	362.4	165.4	206.9	285.7	387.1	108.2	127.3	180.5	219.5
Mondelez Global	All brands	50.7	48.2	60.1	120.4	67.8	84.7	113.9	120.2	76.8*	105.5*	176.2*	161.2*	120.4*	151.0*	199.6*	180.4*
The Hershey Company	All other brands	50.4	49.0	67.2	117.2	92.3	97.3	156.0	222.4	46.6	58.9	84.0	101.4	0.0	0.0	0.0	0.0
Unilever	All other brands	42.9	41.0	51.2	107.4	27.2	27.2	37.6	62.6	15.7	17.6	26.3	42.7	19.2	16.7	20.9	41.1
The Coca-Cola Company	All other brands	33.2	34.4	45.3	79.0	19.4	19.4	33.5	52.5	21.1	25.0	41.5	53.5	22.3	29.5	52.2	57.2
Kellogg Company	All other brands	31.7	31.5	36.0	78.8	79.5	83.2	109.2	184.0	69.9	79.5	103.4	173.2	162.4	176.9	159.6	187.7
ConAgra Foods	All other brands	25.2	25.4	29.4	60.6	24.8	26.3	37.0	66.4	31.6	38.9	52.3	82.7	43.7	47.3	57.9	90.4
Campbell Soup Company	All other brands	24.6	23.3	28.2	63.5	41.8	39.8	53.3	117.6	97.5	114.1	139.3	234.0	158.7	167.3	182.8	273.6
Post Foods	All other brands	23.7	24.6	29.1	54.5	19.8	17.3	22.1	52.6	13.0	15.0	19.3	34.5	12.3	12.3	18.0	30.2
Ferrero USA	All brands	21.4	21.5	24.8	47.4	15.9	16.2	22.7	33.1	16.7	19.9	30.9	37.4	9.2	10.6	19.0	21.2
The Dannon Company	All other brands	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	22.4	14.6	11.8	20.3	0.0*	0.0*	0.0*	0.0*
American Licorice Company	All brands	0.0	0.0	0.0	0.0	6.9*	10.2*	6.8*	1.6*	10.2*	13.2*	9.6*	2.3*	0.0*	0.0*	0.0*	0.0*

*Company had not joined CFBAI

Table B4. TV advertising exposure: CFBAI non-listed brands on children's TV

		Ads viewed on children's TV															
		2016				2013				2010				2007			
		2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y
Total food, beverage and restaurant companies		1,194.8	1,281.0	656.1	241.9	1,662.3	1,698.9	1,009.9	305.7	1,875.2	2,022.5	1,119.8	308.1	2,117.7	2,348.3	1,248.5	314.9
Total CFBAI companies		724.3	898.0	464.3	159.7	1,204.2	1,324.3	792.1	268.5	1,336.8	1,542.0	853.8	225.3	1,537.0	1,792.1	959.9	229.8
Total CFBAI top-50 non-listed brands		5.9	8.0	4.8	2.5	13.6	16.6	13.0	42.0	28.9	34.4	20.3	5.7	123.6	145.0	80.9	26.9
Company	Brand																
McDonald's	Other (including Mighty Kids Meal)	3.6	3.9	2.0	0.8	10.7	12.5	8.4	40.5	17.0	18.2	10.1	3.3	11.4	13.0	11.6	10.7
Kellogg Company	Pop Tarts	1.4	2.5	1.8	1.2	1.7	2.0	2.3	0.7	0.0	0.1	0.1	0.0	70.6	82.4	43.0	10.3
The Coca-Cola Company	Coca Cola	0.5	0.9	0.7	0.4	0.0	0.0	0.0	0.0	0.1	0.2	0.5	0.1	0.0	0.0	0.0	0.0
General Mills	Yoplait Yogurt	0.4	0.5	0.2	0.1	0.8	1.4	1.6	0.5	11.0	14.4	8.3	2.1	32.4	38.5	20.7	4.5
The Hershey Company	Hershey's	0.0	0.0	0.0	0.0	0.2	0.3	0.2	0.1	0.1	0.3	0.3	0.1	0.0	0.0	0.0	0.0
PepsiCo	Lay's Potato Chips	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burger King Corporation	Other (incl. Big Kids Meal)	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.9	0.7	0.1	9.3	11.2	5.7	1.4
The Hershey Company	Kit Kat	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0
The Hershey Company	Reese's	0.0	0.0	0.0	0.0	0.2	0.3	0.3	0.1	0.1	0.2	0.2	0.1	0.0	0.0	0.0	0.0
Total CFBAI all other non-listed brands		7.6	9.0	5.6	2.5	109.2	141.0	99.8	29.2	63.4	66.1	44.6	16.8	181.6	203.5	106.0	26.3
Company	Brand																
PepsiCo	All other brands	5.5	4.8	2.2	0.9	1.0	1.9	2.2	0.6	1.2	1.7	1.6	0.3	26.3	28.2	13.2	3.6
Mondelez Global	All brands	1.1	2.3	1.9	0.8	19.3	29.9	20.6	4.8	2.9*	4.2*	4.7*	0.9*	45.4*	62.2*	34.5*	7.1*
General Mills	All other brands	0.6	1.1	0.9	0.5	23.1	23.8	16.8	5.4	0.5	1.4	3.2	0.6	3.5	2.6	1.4	0.4
The Kraft Heinz Company	All other brands	0.2	0.4	0.4	0.2	0.0	0.1	0.1	0.0	13.5	23.3	14.1	8.4	0.6	0.8	0.5	0.1
Post Foods	All other brands	0.2	0.3	0.2	0.1	0.2	0.3	0.2	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Unilever	All other brands	0.1	0.0	0.0	0.0	3.6	4.1	2.2	0.6	1.1	0.3	0.2	0.1	2.8	0.5	0.2	0.2
ConAgra Foods	All other brands	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	1.7	1.8	1.1	0.3	8.3	9.2	4.5	1.1
The Coca-Cola Company	All other brands	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.4	0.1	0.0	0.0	0.1	0.0
American Licorice Company	All brands	0.0	0.0	0.0	0.0	5.6*	8.4*	5.3*	1.1*	9.1*	10.8*	6.2*	1.4*	0.0*	0.0*	0.0*	0.0*
Ferrero USA	All brands	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Nestle USA	All brands	0.0	0.0	0.0	0.0	52.6	68.1	47.5	15.0	22.7	7.0	4.6	2.3	60.4*	35.1*	18.0*	6.3*
Campbell Soup Company	All other brands	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	12.5	18.0	10.0	2.6	48.7	55.3	29.1	7.4
The Dannon Company	All other brands	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0*	0.0*	0.0*	0.0*
The Hershey Company	All other brands	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.4	0.5	0.4	0.1	0.0	0.0	0.0	0.0
Kellogg Company	All other brands	0.0	0.0	0.0	0.0	7.1	8.8	5.3	1.3	9.1	10.4	6.0	1.6	76.9	86.7	45.2	11.1
Mars	All other brands	0.0	0.0	0.0	0.0	2.0	3.6	4.6	1.3	0.3	1.2	3.0	0.3	14.4	20.1	11.7	2.5

*Company had not joined CFBAI

Table B5. TV advertising exposure: CCAI companies and non-participating companies with healthy brands on all TV programming

	Total ads viewed															
	2016				2013				2010				2007			
	2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y
Total food, beverage and restaurant companies	3,811.3	4,023.4	4,112.3	6,291.1	4,394.6	4,624.5	5,502.3	6,962.0	4,194.4	4,889.4	5,570.3	6,148.9	3,960.7	4,519.1	4,802.9	4,862.6
Total CCAI and non-participating companies with healthy brands	117.7	115.7	116.1	197.7	70.5	64.6	86.1	155.3	44.3	52.8	68.7	111.0	21.7	19.8	29.7	60.8
Total CCAI companies	5.0	4.3	5.0	10.9	9.9	10.3	13.4	20.0	5.5	5.5	7.4	14.0	3.0	2.1	3.4	9.0
Company																
Ghirardelli Chocolate	3.3	2.7	3.4	8.0	5.5	4.8	6.7	15.4	5.4	5.4	7.3	14.0	2.9	2.0	3.3	8.6
Jelly Belly Candy Company	1.7	1.6	1.6	2.9	0.3	0.2	0.3	0.6	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.4
Brown & Haley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ferrara Candy Company	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Just Born Quality Confections	0.0	0.0	0.0	0.0	4.1	5.3	6.4	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
R.M. Palmer Company	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Promotion in Motion Companies	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolfgang Candy Company	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total non-participating companies with healthy brands	112.7	111.4	111.1	186.9	60.6	54.3	72.7	135.3	38.7	47.3	61.4	97.0	18.7	17.6	26.3	51.8
Company	Brand															
MilkPEP	MilkPEP	15.9	13.8	12.3	20.1	12.1	7.5	9.7	17.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Wonderful Company	Wonderful Halos	15.2	14.2	10.4	15.3	1.9	1.6	1.8	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WhiteWave Foods Co	All other brands	11.7	10.8	11.6	12.3	6.1	5.5	8.1	17.0	10.7	12.9	16.9	24.7	5.7	5.4	8.2
Dole Food Company	Dole Fruitocracy	11.4	15.5	9.5	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Wonderful Company	All other brands	11.2	11.2	14.3	29.5	4.2	3.2	4.4	11.9	14.7	18.3	23.7	34.3	5.1	5.0	7.5
Chobani	Chobani	8.5	8.1	10.6	20.5	2.4	2.6	3.5	6.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Wonderful Company	POM Wonderful	8.4	8.1	9.5	22.7	0.0	0.0	0.0	0.0	1.4	1.5	2.1	5.0	0.0	0.0	0.0
Birds Eye	Birds Eye Frozen Vegetables/Entree	7.4	5.0	5.1	10.5	7.9	6.8	7.7	14.0	1.5	2.0	2.8	4.0	2.8	2.2	3.2
WhiteWave Foods Co	Silk	7.1	6.7	7.6	16.8	14.1	13.8	19.3	36.9	7.0	9.0	11.0	19.0	5.1	5.0	7.5
The Wonderful Company	Wonderful Pistachios & Almonds	6.4	6.5	7.5	16.9	8.1	8.9	13.1	23.0	3.1	3.3	4.4	9.0	0.0	0.0	0.0
Dole Food Company	Dole Fruit Bowls	4.3	5.2	4.8	8.0	3.9	4.3	5.0	7.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Wonderful Company	Fiji Water	2.8	3.1	4.8	6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dole Food Company	All other brands	2.4	3.2	3.2	4.1	0.0	0.0	0.0	0.0	0.3	0.3	0.5	1.0	0.0	0.0	0.0

Table B6. TV advertising exposure: CCAI companies and non-participating companies with healthy brands on children's TV

	Ads viewed on children's TV															
	2016				2013				2010				2007			
	2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y
Total food, beverage and restaurant companies	1,194.8	1,281.0	656.1	241.9	1,662.3	1,698.9	1,009.9	305.7	1,875.2	2,022.5	1,119.8	308.1	2,117.7	2,348.3	1,248.5	314.9
Total CCAI and non-participating companies with healthy brands	25.1	21.8	13.3	2.4	11.9	6.1	2.7	1.1	2.3	6.3	4.5	0.8	0.6	2.0	7.2	0.7
Total CCAI companies	0.0	0.0	0.0	0.0	1.3	1.5	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Company																
Brown & Haley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ferrara Candy Company	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ghirardelli Chocolate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jelly Belly Candy Company	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Just Born Quality Confections	0.0	0.0	0.0	0.0	1.3	1.5	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
R.M. Palmer Company	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Promotion in Motion Companies	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolfgang Candy Company	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total non-participating companies with healthy brands	25.1	21.8	13.3	2.4	10.6	4.6	1.9	1.0	2.3	6.3	4.5	0.8	0.6	2.0	7.2	0.7
Company	Brand															
Dole Food Company	Dole Fruitocracy	9.7	12.7	7.4	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WhiteWave Foods Co	Silk	6.4	6.0	3.3	0.0	0.0	0.0	0.0	2.3	6.3	4.5	0.8	0.6	2.0	7.2	0.7
The Wonderful Company	Wonderful Halos	4.7	1.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
MilkPEP	MilkPEP	1.9	0.4	0.1	0.0	5.8	0.9	0.1	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birds Eye	Birds Eye Frozen Vegetables/Entrees	1.7	0.5	0.2	0.2	4.8	3.7	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Wonderful Company	All other brands	0.8	1.2	1.7	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chobani	Chobani	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dole Food Company	Dole Fruit Bowls	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dole Food Company	All other brands	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WhiteWave Foods Co	All other brands	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Wonderful Company	Fiji Water	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Wonderful Company	POM Wonderful	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Wonderful Company	Wonderful Pistachios & Almonds	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Table B7. TV advertising exposure: non-participating companies on all TV programming

		Total ads viewed															
		2016				2013				2010				2007			
		2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y
Total food, beverage and restaurant companies		3,811.3	4,023.4	4,112.3	6,291.1	4,394.6	4,624.5	5,502.3	6,962.0	4,194.4	4,889.4	5,570.3	6,148.9	3,960.7	4,519.1	4,802.9	4,862.6
Total other top brands from non-participating companies		1,126.9	1,167.3	1,272.0	1,892.7	1,075.2	1,172.6	1,521.3	1,916.2	854.3	976.7	1,284.6	1,482.0	677.5	798.3	1,091.0	1,138.2
Total non-participating companies with top-50 child-directed brands		527.6	531.0	466.1	539.7	523.2	564.9	592.2	580.7	435.6	471.8	469.9	417.9	354.0	399.4	419.9	330.2
Company	Brand																
Chuck E. Cheese's		147.1	108.6	58.5	33.3	200.8	184.7	112.9	36.2	213.3	200.2	107.2	33.2	176.8	169.4	86.1	25.2
Wendy's	All other	67.9	73.5	92.1	144.9	70.4	80.7	119.4	149.8	49.0	59.1	106.1	118.3	35.4	48.8	91.6	88.6
Sonic	All other	59.6	65.5	82.9	127.8	43.6	50.4	84.3	109.2	16.4	21.9	39.8	42.3	24.4	32.4	63.1	64.4
Subway	All other	56.7	64.0	82.9	129.1	92.9	106.9	159.8	213.9	82.6	105.3	143.7	164.2	39.2	52.4	100.3	102.3
TOPPS	Juicy Drop Candy	37.0	47.6	26.0	8.8	23.9	29.0	18.0	5.1	9.1	10.0	5.3	1.5	6.0	7.7	4.1	1.0
TOPPS	All other brands	25.2	35.2	19.7	5.9	39.3	47.3	28.8	7.9	16.5	18.3	10.1	2.8	23.2	31.1	18.1	3.9
Dave & Busters		20.8	24.0	21.8	26.4	6.9	7.0	14.2	19.2	7.7	9.1	18.5	23.0	4.2	5.4	14.0	14.6
Perfetti Van Melle	Air Heads	17.4	22.7	17.7	10.5	9.4	14.4	16.1	7.7	19.9	25.1	14.7	3.8	28.3	32.1	17.6	5.4
TOPPS	Crunchkins	17.4	21.8	13.3	5.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fromageries Bel SA	Laughing Cow	16.5	8.1	5.9	9.1	4.0	4.1	5.1	9.3	3.0	3.1	4.8	8.8	0.0	0.0	0.0	0.0
TOPPS	Ring Pop	15.8	20.0	11.1	3.8	11.2	13.3	8.3	2.4	10.3	11.4	6.2	1.8	5.8	7.8	4.1	1.0
Fromageries Bel SA	Mini Babybel	15.1	7.6	5.7	9.2	3.8	4.1	5.2	8.9	2.3	2.3	3.8	6.7	1.8	1.8	2.0	4.3
Subway	Kids' meals	11.8	16.4	9.2	2.5	2.8	5.0	4.1	2.4	1.3	1.3	0.6	0.2	8.7	10.5	19.0	19.4
Fromageries Bel SA	Laughing Cow Cheese Dippers Snacks	10.6	5.3	4.0	6.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perfetti Van Melle	Mentos	7.9	9.8	14.9	15.8	3.9	4.9	8.0	6.2	4.2	4.7	9.0	11.3	0.0	0.0	0.0	0.0
Sonic	Kids' meals	0.8	0.8	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wendy's	Kids' meals	0.0	0.0	0.0	0.0	10.2	13.1	8.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perfetti Van Melle	All other brands	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fromageries Bel SA	All other brands	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Table B7. TV advertising exposure: non-participating companies on all TV programming (continued)

	Total ads viewed															
	2016				2013				2010				2007			
	2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y
Total non-participating top-50 fast food restaurants	414.8	441.2	577.4	937.4	352.7	392.1	616.8	838.8	248.8	308.0	528.4	623.3	207.8	265.3	461.6	490.3
Domino's Pizza	73.5	78.9	97.2	157.3	62.3	75.5	99.1	118.8	48.7	67.6	101.0	99.2	24.0	29.7	57.9	63.8
Taco Bell	69.1	74.8	110.3	171.0	65.2	71.1	134.5	174.2	50.6	60.9	121.9	132.4	40.6	57.7	114.9	113.2
Little Caesars	54.2	58.4	72.6	126.1	33.7	36.4	55.7	80.6	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Pizza Hut	53.2	57.9	75.8	114.4	60.9	66.3	111.2	152.9	50.5	59.1	104.0	136.8	50.3	57.3	75.3	81.5
KFC	36.7	38.0	52.0	90.6	41.3	44.0	72.3	113.5	40.2	47.5	81.6	107.1	53.6	67.3	112.5	132.1
Arby's	34.7	37.9	52.4	71.9	12.7	13.8	21.5	29.5	13.7	16.5	27.6	30.7	11.5	15.1	30.1	26.4
Dairy Queen	34.2	34.9	42.8	83.2	24.7	28.6	43.2	61.0	19.7	25.5	41.5	50.1	15.5	23.1	42.1	38.4
Popeye's	29.9	34.0	41.3	62.2	22.9	28.2	42.9	47.5	10.5	14.0	21.4	23.9	1.6	2.4	4.6	3.9
Papa John's	29.4	26.5	33.0	60.8	29.1	28.3	36.3	60.7	14.9	16.7	29.5	43.0	10.6	12.6	24.1	31.1
Total non-participating top-50 casual restaurants	184.5	195.1	228.5	415.5	199.3	215.6	312.3	496.7	169.9	196.9	286.4	440.8	115.7	133.6	209.5	317.8
Olive Garden	40.2	40.2	46.2	88.6	40.9	41.7	64.1	100.8	41.9	41.8	57.5	85.9	28.2	33.2	52.8	73.6
Applebee's	36.1	39.8	47.8	85.7	42.7	48.6	66.3	99.3	26.7	32.5	48.8	73.4	24.9	28.2	39.4	69.7
Chili's Grill & Bar	23.7	26.5	34.3	55.4	23.4	25.1	39.3	60.9	23.6	29.6	45.6	58.0	14.2	19.5	36.2	35.3
Red Lobster	22.3	21.2	24.1	55.3	29.1	30.5	44.3	81.8	26.2	30.4	43.6	75.0	26.1	26.5	40.7	73.3
Outback Steakhouse	21.6	23.0	25.9	48.5	21.5	22.9	34.1	55.6	18.3	21.6	32.5	54.7	6.7	7.3	10.8	23.0
Denny's Restaurant	20.7	24.4	28.9	37.8	17.9	18.0	27.3	40.8	14.6	17.5	26.0	42.1	15.6	18.9	29.5	42.9
Golden Corral Restaurant	19.9	20.1	21.4	44.2	23.9	28.8	36.8	57.6	18.5	23.5	32.5	51.6	0.0	0.0	0.0	0.0

Table B8. TV advertising exposure: non-participating companies on children's TV

		Ads viewed on children's TV															
		2016				2013				2010				2007			
		2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y
Total food, beverage and restaurant companies		1,194.8	1,281.0	656.1	241.9	1,662.3	1,698.9	1,009.9	305.7	1,875.2	2,022.5	1,119.8	308.1	2,117.7	2,348.3	1,248.5	314.9
Total other top brands from non-participating companies		294.2	272.5	142.4	55.0	305.3	326.0	201.9	57.2	295.8	295.5	160.1	51.3	224.3	223.1	112.8	29.9
Total non-participating companies with top-50 child-directed brands		290.3	270.3	141.5	54.6	290.7	306.2	189.1	53.9	279.9	282.3	150.9	45.6	204.4	201.5	102.6	27.4
Company	Brand																
Chuck E. Cheese's		129.7	94.7	48.4	22.6	188.2	173.3	106.6	33.1	204.4	190.7	101.5	31.1	168.8	161.4	81.4	22.4
TOPPS	Juicy Drop Candy	32.5	41.0	21.7	7.3	21.9	26.8	16.5	4.5	8.6	9.4	4.9	1.3	5.7	7.4	3.8	0.9
TOPPS	All other brands	18.7	26.0	14.1	4.2	36.3	43.4	26.1	6.9	15.5	17.1	9.3	2.4	0.0	0.0	0.0	0.0
TOPPS	Ring Pop	15.6	20.1	11.0	3.7	10.7	12.8	8.0	2.2	9.6	10.5	5.6	1.7	5.6	7.4	3.6	0.8
TOPPS	Crunchkins	15.5	19.0	10.1	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fromageries Bel SA	Laughing Cow	11.7	3.9	1.7	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dave & Busters		11.3	13.3	6.7	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Subway	Kids' meals	11.2	15.7	8.8	2.3	1.8	3.7	2.6	0.4	1.3	1.3	0.6	0.2	1.4	0.6	0.3	0.2
Perfetti Van Melle	Air Heads	11.1	13.8	7.4	2.4	3.4	5.6	4.0	0.7	17.9	21.7	11.3	3.5	21.5	23.9	12.6	3.0
Fromageries Bel SA	Mini Babybel	10.5	3.8	1.6	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wendy's	All other	8.2	9.8	5.4	1.9	11.9	17.0	11.0	2.9	0.1	0.2	0.2	0.1	0.0	0.1	0.2	0.0
Fromageries Bel SA	Laughing Cow Cheese Dippers Snacks	7.0	2.2	0.8	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sonic	All other	5.6	5.0	2.6	1.5	0.1	0.0	0.1	0.0	0.1	0.2	0.1	0.2	0.0	0.0	0.1	0.0
Subway	All other	0.9	1.3	0.8	0.2	11.6	16.8	10.4	2.3	22.4	31.1	17.2	5.2	1.3	0.7	0.7	0.2
Sonic	Kids' meals	0.8	0.8	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wendy's	Kids' meals	0.0	0.0	0.0	0.0	4.8	6.6	3.7	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perfetti Van Melle	Mentos	0.0	0.0	0.0	0.0	0.1	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perfetti Van Melle	All other brands	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fromageries Bel SA	All other brands	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Table B8. TV advertising exposure: non-participating companies on children's TV (continued)

	Ads viewed on children's TV															
	2016				2013				2010				2007			
	2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y	2-5 y	6-11 y	12-14 y	18-49 y
Total non-participating top-50 fast food restaurants	3.1	1.1	0.4	0.3	14.3	19.3	12.3	3.2	5.8	7.8	4.8	3.4	19.9	21.5	10.2	2.5
Papa John's	3.1	0.9	0.3	0.3	5.9	5.4	2.8	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pizza Hut	0.1	0.1	0.0	0.0	0.1	0.1	0.2	0.1	0.0	0.0	0.0	0.0	19.8	21.5	10.2	2.5
Domino's Pizza	0.0	0.1	0.0	0.0	7.9	13.1	8.3	1.9	5.5	7.0	4.1	3.1	0.0	0.0	0.0	0.0
Taco Bell	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.1	0.1	0.1	0.2	0.1	0.0	0.0	0.0	0.0
Arby's	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Dairy Queen	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.1	0.2	0.4	0.3	0.2	0.0	0.0	0.0	0.0
Little Caesars	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Popeye's	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0
KFC	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Total non-participating top-50 casual restaurants	0.8	1.1	0.5	0.2	0.3	0.5	0.4	0.1	10.1	5.4	4.5	2.2	0.0	0.0	0.0	0.0
Denny's Restaurant	0.7	1.1	0.5	0.2	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Applebee's	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.4	1.0	1.4	0.4	0.0	0.0	0.0	0.0
Outback Steakhouse	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.1	0.1	0.0	0.0	0.0	0.0
Chili's Grill & Bar	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Olive Garden	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	9.1	3.2	1.7	0.9	0.0	0.0	0.0	0.0
Golden Corral Restaurant	0.0	0.0	0.0	0.0	0.1	0.2	0.1	0.0	0.3	0.7	0.9	0.6	0.0	0.0	0.0	0.0
Red Lobster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	0.3	0.3	0.0	0.0	0.0	0.0

Appendix Table C

Table C1. NPI scores and nutrient content: CFBAI listed products

Top-50 brands		# of products	Serving size (g)		Total calories (kcal)		Total fat (g)		Sat fat (g)		Protein (g)		Total carbohydrate (g)		Total sugar (g)		Dietary fiber (g)		NPI score	
Company	Brand		Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range
Campbell Soup Company	Pepperidge Farm Goldfish	17	26.5 (18-30)	140 (120-140)	5 (2-5)	1 (0-1.5)	3 (1-4)	20 (20-20)	1 (0-10)	1 (0-2)	40 (12-48)									
General Mills	Betty Crocker Fruit Snacks	22	21 (10-25)	80 (40-90)	1 (0-2)	0.5 (0-0.5)	0 (0-0)	17 (9-20)	10 (5-10)	0 (0-0)	34 (30-42)									
General Mills	Cheerios (regular and Honey Nut, Cinnamon and French Toast Crunch)	2	28 (28-28)	105 (100-110)	1.75 (2-2)	0.25 (0-0.5)	2.5 (2-3)	21 (20-22)	5 (1-9)	2.5 (2-3)	58 (46-70)									
General Mills	Cocoa Puffs	1	27 (27-27)	100 (100-100)	1.5 (2-2)	0 (0-0)	1 (1-1)	23 (23-23)	9 (9-9)	1 (1-1)	48 (48-48)									
General Mills	Lucky Charms	2	27.5 (27-28)	110 (110-110)	1.25 (1-2)	0 (0-0)	1.5 (1-2)	23 (22-24)	10 (10-10)	2 (2-2)	45 (42-48)									
General Mills	Yoplait Go-Gurt	10	64 (56-64)	60 (50-60)	0.5 (1-1)	0 (0-0)	2 (2-2)	12 (10-12)	9 (8-9)	0 (0-0)	64 (64-66)									
Kellogg Company	Froot Loops (regular and Froot Loops Bloopers)	2	28.5 (28-29)	110 (110-110)	1 (1-1)	0.5 (0.5-0.5)	1.5 (1-2)	25 (25-25)	10 (10-10)	3 (3-3)	46 (46-46)									
Kellogg Company	Frosted Flakes (regular and Cinnamon Frosted Flakes)	2	29 (29-29)	110 (110-110)	0 (0-0)	0 (0-0)	1 (1-1)	26 (26-26)	10 (10-10)	0.3 (0-0.6)	40 (38-42)									
The Kraft Heinz Company	Capri Sun (100% juice or diluted fruit juice)	11	177 (177-177)	70 (70-90)	0 (0-0)	0 (0-0)	0 (0-0)	19 (16-22)	17 (14-21)	0 (0-0)	70 (68-76)									
The Kraft Heinz Company	Capri Sun (Roarin' Waters)	6	177 (177-177)	30 (30-30)	0 (0-0)	0 (0-0)	0 (0-0)	8 (8-8)	8 (8-8)	0 (0-0)	68 (68-68)									
The Kraft Heinz Company	Kool-Aid (low calorie beverage)	33	237 (177-237)	30 (0-40)	0 (0-0)	0 (0-0)	0 (0-0)	7 (0-11)	7 (0-11)	0 (0-0)	70 (68-70)									
The Kraft Heinz Company	Kraft macaroni & cheese	23	264 (159-264)	280 (210-290)	5 (3-7)	2 (1-3)	10 (6-13)	48 (39-52)	8 (3-9)	2 (0.6-5)	68 (64-70)									
The Kraft Heinz Company	Lunchables (with 100% juice)	4	282 (267-296)	380 (360-430)	11.5 (8-13)	4.25 (4-4.5)	11 (10-13)	60 (50-69)	36 (24-37)	1.3 (0-3)	67 (64-68)									
Post Foods	Pebbles	3	29 (27-30)	120 (110-120)	1 (1-1)	1 (0-1)	1 (1-1)	25 (23-26)	10 (9-10)	0 (0-0)	30 (28-36)									

Table C1. NPI scores and nutrient content: CFBAI listed products (continued)

Less-advertised brands		# of products	Serving size (g)		Total calories (kcal)		Total fat (g)		Sat fat (g)		Protein (g)		Total carbohydrate (g)		Total sugar (g)		Dietary fiber (g)		NPI score	
Company	Brand		Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range
Campbell Soup Company	Bolthouse Farms	1	64 (64-64)	25 (25-25)	0 (0-0)	0 (0-0)	1 (1-1)	6 (6-6)	4 (4-4)	2 (2-2)	78 (78-78)									
ConAgra Foods	Chef Boyardee pasta	11	239 (205-255)	170 (150-200)	2 (1-5)	0.5 (0-2)	7 (5-8)	31 (25-37)	7 (6-11)	3 (3-5)	72 (70-76)									
ConAgra Foods	Kid Cuisine	9	245 (198-301)	410 (330-440)	11 (7-19)	3.5 (1.5-4.5)	13 (12-14)	55 (46-62)	9 (5-16)	6 (4-7)	72 (68-74)									
ConAgra Foods	Peter Pan Peanut Butter	9	32 (24-36)	210 (150-210)	17 (12-17)	3 (2-3.5)	8 (6-8)	6 (5-14)	3 (2-4)	2 (2-2)	56 (54-66)									
The Dannon Company	Co Activia	21	113 (113-113)	90 (60-120)	1.5 (0-2)	1 (0-1)	4 (4-12)	16 (8-19)	13 (6-17)	0 (0-3)	72 (68-78)									
The Dannon Company	DanActive	3	93 (93-93)	70 (70-70)	1 (1-1)	0.5 (0.5-0.5)	3 (3-3)	14 (11-14)	13 (11-13)	0 (0-0)	68 (68-70)									
The Dannon Company	Danimals	16	96 (93-113)	75 (60-80)	0.5 (0-1)	0 (0-1)	3 (2-4)	14 (10-16)	12 (10-14)	0 (0-0)	68 (66-70)									
The Dannon Company	Dannon Yogurt	2	169 (113-225)	100 (80-120)	0 (0-0)	0 (0-0)	7 (4-10)	16.5 (15-18)	13.5 (12-15)	0 (0-0)	71 (70-72)									
The Dannon Company	Light & Fit Yogurt	35	150 (150-255)	80 (70-120)	0 (0-0)	0 (0-0)	12 (5-22)	9 (8-13)	7 (6-9)	0 (0-0)	76 (72-80)									
The Dannon Company	Oikos Yogurt	17	150 (150-150)	120 (80-120)	0 (0-0)	0 (0-0)	15 (12-15)	14 (6-16)	6 (6-14)	6 (0-6)	88 (74-88)									
General Mills	Cookie Crisp	1	26 (26-26)	100 (100-100)	1 (1-1)	0 (0-0)	1 (1-1)	22 (22-22)	9 (9-9)	1 (1-1)	46 (46-46)									
General Mills	Golden Grahams	1	31 (31-31)	120 (120-120)	1 (1-1)	0 (0-0)	2 (2-2)	26 (26-26)	9 (9-9)	2 (2-2)	44 (44-44)									
General Mills	Monsters cereals (Boo Berry, Franken Berry, Count Chocula)	3	33 (27-33)	130 (100-130)	1.75 (2-2)	0 (0-0)	2 (1-2)	28 (23-28)	9 (9-9)	1 (1-1)	46 (46-46)									
General Mills	Reese's Peanut Butter Puffs	1	29 (29-29)	120 (120-120)	3 (3-3)	0.5 (0.5-0.5)	2 (2-2)	22 (22-22)	9 (9-9)	1 (1-1)	38 (38-38)									
General Mills	Trix	1	32 (32-32)	130 (130-130)	1.75 (2-2)	0 (0-0)	1 (1-1)	27 (27-27)	10 (10-10)	1 (1-1)	42 (42-42)									
General Mills	Yoplait Kid Cup	9	113 (85-113)	100 (70-100)	1 (1-3)	0 (0-1.5)	3 (3-3)	20 (12-20)	13 (8-13)	0 (0-0)	66 (66-68)									
General Mills	Yoplait Trix	2	113 (113-113)	100 (100-100)	1 (1-1)	0.5 (0.5-0.5)	3 (3-3)	20 (20-20)	13 (13-13)	0 (0-0)	66 (66-66)									
Kellogg Company	Apple Jacks	1	29 (29-29)	110 (110-110)	1 (1-1)	0.5 (0.5-0.5)	2 (2-2)	25 (25-25)	10 (10-10)	3 (3-3)	46 (46-46)									
Kellogg Company	Corn Pops	1	30 (30-30)	120 (120-120)	0 (0-0)	0 (0-0)	1 (1-1)	27 (27-27)	9 (9-9)	0 (0-0)	44 (44-44)									
Kellogg Company	Eggo Waffles and Bites	2	59 (48-70)	160 (140-180)	4.75 (4-6)	1.25 (1-1.5)	3 (2-4)	25.5 (24-27)	6 (2-10)	0.59 (0.6-0.6)	51 (46-56)									

Table C1. NPI scores and nutrient content: CFBAI listed products (continued)

Less-advertised brands		# of products	Serving size (g)		Total calories (kcal)		Total fat (g)		Sat fat (g)		Protein (g)		Total carbohydrate (g)		Total sugar (g)		Dietary fiber (g)		NPI score	
Company	Brand		Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range
Kellogg Company	Frosted Mini-Wheats (Unfrosted Bite Size Original)	1	54 (54-54)	190 (190-190)	1 (1-1)	0 (0-0)	5 (5-5)	46 (46-46)	11 (11-11)	6 (6-6)	74 (74-74)									
Kellogg Company	Rice Krispies (regular)	1	33 (33-33)	130 (130-130)	0 (0-0)	0 (0-0)	2 (2-2)	29 (29-29)	4 (4-4)	0 (0-0)	46 (46-46)									
The Kraft Heinz Company	Kraft Singles	10	19 (19-21)	60 (45-60)	4 (3-5)	2.5 (1.5-2.5)	4 (3-4)	2 (2-2)	2 (1-2)	0 (0-0)	22 (20-28)									
The Kraft Heinz Company	Kraft/Polly-O	6	21 (21-28)	60 (50-70)	3.75 (3-5)	2.25 (2-2.5)	6 (5-8)	0 (0-1)	0 (0-1)	0 (0-0)	34 (30-34)									
PepsiCo	Quaker Instant Oatmeal	1	28 (28-28)	100 (100-100)	2 (2-2)	0 (0-0)	4 (4-4)	19 (19-19)	0 (0-0)	3 (3-3)	78 (78-78)									
PepsiCo	Quaker Life	1	32 (32-32)	120 (120-120)	1.5 (2-2)	0 (0-0)	3 (3-3)	25 (25-25)	6 (6-6)	2 (2-2)	54 (54-54)									
PepsiCo	Quaker Oats	2	40 (40-40)	150 (150-150)	3 (3-3)	0.5 (0.5-0.5)	5 (5-5)	27 (27-27)	1 (1-1)	4 (4-4)	80 (80-80)									
Post Foods	Alpha-Bits	1	30 (30-30)	120 (120-120)	1.5 (2-2)	0 (0-0)	3 (3-3)	24 (24-24)	6 (6-6)	2 (2-2)	52 (52-52)									
Post Foods	Fruity Pebbles Treats	1	22 (22-22)	90 (90-90)	2 (2-2)	1.5 (1.5-1.5)	1 (1-1)	18 (18-18)	9 (9-9)	0 (0-0)	24 (24-24)									
Post Foods	Honey-Comb	1	33 (33-33)	130 (130-130)	1 (1-1)	0 (0-0)	2 (2-2)	29 (29-29)	10 (10-10)	1 (1-1)	44 (44-44)									
Unilever	Popsicle	8	52.5 (49-86)	50 (20-70)	0 (0-1)	0 (0-0.5)	0 (0-0)	12 (10-17)	8.5 (7-11)	0 (0-0)	63 (62-64)									

Table C2. NPI scores and nutrient content: non-listed products from CFBAI brands with child-directed advertising

Top-50 brands		# of products	Serving size (g)		Total calories (kcal)		Total fat (g)		Sat fat (g)		Protein (g)		Total carbohydrate (g)		Total sugar (g)		Dietary fiber (g)		NPI score			
Company	Brand		Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range
Campbell Soup Company	Pepperidge Farm Goldfish	13	28.6	(21-46)	140	(130-150)	5	(3-6)	1	(0.5-1)	3	(2-4)	20	(20-20)	0	(0-8)	1	(1-2)	42	(26-52)		
General Mills	Betty Crocker Fruit Snacks	9	23	(23-23)	80	(80-80)	0	(0-0)	0	(0-0)	0	(0-0)	19	(19-19)	10	(10-10)	0	(0-0)	42	(42-42)		
General Mills	Cheerios (all other flavors)	10	28.5	(27-55)	110	(100-220)	1.5	(2-5)	0	(0-0.5)	2.5	(2-7)	23	(21-41)	8.5	(5-17)	2	(2-4)	51	(46-56)		
Kellogg Company	Froot Loops (all other flavors)	1	29	(29-29)	110	(110-110)	1	(1-1)	0	(0-0)	1	(1-1)	26	(26-26)	14	(14-14)	1	(1-1)	40	(40-40)		
Kellogg Company	Frosted Flakes (all other flavors)	2	29.5	(29-30)	115	(110-120)	0.5	(0-1)	0.5	(0-1)	1	(1-1)	26	(26-26)	12	(12-12)	0	(0-0)	32	(30-34)		
The Kraft Heinz Company	Capri Sun (sports drink)	3	177	(177-177)	30	(30-30)	0	(0-0)	0	(0-0)	0	(0-0)	8	(8-8)	8	(8-8)	0	(0-0)	68	(68-68)		
The Kraft Heinz Company	Capri Sun (fruit drink)	14	177	(177-177)	50	(50-60)	0	(0-0)	0	(0-0)	0	(0-0)	14	(13-17)	13	(13-16)	0	(0-0)	68	(66-68)		
The Kraft Heinz Company	Kool-Aid (low calorie beverage)	39	237	(200-237)	0	(0-20)	0	(0-0)	0	(0-0)	0	(0-0)	0	(0-5)	0	(0-5)	0	(0-0)	70	(70-70)		
The Kraft Heinz Company	Kool-Aid (other beverage)	18	237	(237-237)	60	(60-70)	0	(0-0)	0	(0-0)	0	(0-0)	16	(16-17)	16	(16-17)	0	(0-0)	68	(68-68)		
The Kraft Heinz Company	Kraft Macaroni & Cheese	7	246	(232-246)	310	(270-320)	10	(5-11)	3	(2-3.5)	11	(10-13)	42	(38-49)	4	(3-6)	1	(1-2)	62	(62-66)		
The Kraft Heinz Company	Lunchables (Uploaded)	7	437	(411-454)	440	(380-510)	18	(15-19)	6	(3.5-7)	13	(5-15)	57	(49-71)	20	(17-25)	3	(1-4)	66	(64-66)		
The Kraft Heinz Company	Lunchables (without drink)	15	96	(52-124)	277	(140-360)	13	(7-19)	7	(3-8)	11	(6-15)	31	(9-41)	5	(2-21)	0.59	(0-4)	32	(22-66)		
The Kraft Heinz Company	Lunchables (with drink)	10	274	(93-310)	330	(280-500)	14	(7-23)	6.5	(1.5-7)	11	(7-15)	42.5	(39-64)	24.5	(18-32)	1.3	(0-4)	61	(38-70)		
Post Foods	Pebbles	1	29	(29-29)	110	(110-110)	0.5	(1-1)	0	(0-0)	1	(1-1)	26	(26-26)	13	(13-13)	0	(0-0)	32	(32-32)		
Less-advertised brands		# of products	Serving size (g)		Total calories (kcal)		Total fat (g)		Sat fat (g)		Protein (g)		Total carbohydrate (g)		Total sugar (g)		Dietary fiber (g)		NPI score			
Company	Brand		Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range
ConAgra Foods	Chef Boyardee pasta	33	245	(205-260)	220	(150-290)	9	(1-14)	3	(0-6)	8	(5-11)	29	(23-40)	8	(2-10)	3	(2-5)	68	(62-72)		
ConAgra Foods	Kid Cuisine	2	230	(211-249)	470	(450-490)	14.5	(14-15)	4.25	(3.5-5)	13.5	(12-15)	68.5	(62-75)	22	(22-22)	6	(6-6)	67	(66-68)		
ConAgra Foods	Peter Pan Peanut Butter (Honey Roasted flavors)	4	33.5	(33-34)	210	(210-220)	16	(16-16)	3	(3-3)	7	(7-8)	10	(9-10)	7	(6-8)	2	(2-2)	55	(48-56)		
The Dannon Company	Activia	16	113	(113-207)	100	(90-170)	2	(0-3)	1	(0-2)	4	(4-12)	16	(15-28)	13	(12-26)	0	(0-0)	70	(66-72)		
The Dannon Company	Dannon Yogurt	23	150	(150-225)	140	(100-150)	4.5	(2-8)	3	(1-5)	5	(5-11)	20	(12-26)	16	(10-22)	0	(0-0)	66	(66-72)		
The Dannon Company	Light & Fit (yogurt and yogurt drinks)	33	141	(113-207)	90	(45-130)	0	(0-4)	0	(0-2.5)	9	(5-13)	12	(3-16)	10	(2-12)	0.59	(0-3)	76	(72-82)		
The Dannon Company	Oikos Yogurt	19	150	(141-207)	150	(110-180)	4.5	(0-7)	1.5	(0-3)	11	(10-13)	16	(14-25)	13	(11-21)	0	(0-4)	72	(68-78)		
Kellogg Company	Eggo Waffles and Bites	27	70	(46-93)	180	(140-300)	7	(3-11)	2	(0.5-3.5)	4	(2-6)	28	(20-45)	6	(2-16)	0.59	(0-3)	50	(34-68)		
Kellogg Company	Frosted Mini-Wheats (all other flavors)	7	55	(55-56)	190	(190-200)	1	(1-2)	0	(0-1)	5	(5-6)	47	(45-47)	12	(0-12)	6	(6-8)	74	(54-82)		

Table C2. NPI scores and nutrient content: non-listed products from CFBAI brands with child-directed advertising (continued)

Less-advertised brands		# of products	Serving size (g)		Total calories (kcal)		Total fat (g)		Sat fat (g)		Protein (g)		Total carbohydrate (g)		Total sugar (g)		Dietary fiber (g)		NPI score	
Company	Brand		Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range
Kellogg Company	Rice Krispies (all other flavors)	3	30 (30-31)	120 (120-120)	1 (0-1)	0.5 (0-0.5)	1 (1-1)	27 (26-27)	12 (9-12)	0 (0-0.6)	38 (36-40)									
The Kraft Heinz Company	Kraft Singles	2	19 (19-19)	25 (25-25)	0 (0-0)	0 (0-0)	4 (4-4)	1 (1-1)	1 (1-1)	0 (0-0)	46 (46-46)									
The Kraft Heinz Company	Kraft/Polly-O	10	26 (24-28)	70 (70-80)	4.75 (5-6)	3 (2.5-3.5)	6 (6-7)	0 (0-1)	0 (0-1)	0 (0-0)	30 (24-32)									
PepsiCo	Quaker Instant Oatmeal	28	43 (28-62)	160 (100-240)	2 (2-5)	0.5 (0-2)	4 (3-10)	31.5 (19-41)	11 (0-14)	3 (2-10)	52 (46-82)									
PepsiCo	Quaker Life	3	32 (32-32)	120 (120-120)	1.5 (2-2)	0 (0-0)	3 (3-3)	25 (25-25)	6 (6-8)	2 (2-2)	54 (52-54)									
Unilever	Popsicle	27	50 (45-200)	40 (15-110)	0 (0-1)	0 (0-1)	0 (0-0)	10 (4-26)	8 (0-17)	0 (0-6)	64 (58-70)									