

# Rudd Report

## Food Marketing FACTS in Focus: Kraft Lunchables

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**YALE RUDD CENTER**  
FOR FOOD POLICY & OBESITY

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## Executive Summary

### Marketing of Lunchables to children provides a case study of limitations in the Children's Food and Beverage Advertising Initiative (CFBAI) industry self-regulatory program.

In response to public health concerns about unhealthy food marketing to children, the Council of Better Business Bureaus introduced the CFBAI in 2006. Critics cite limitations of the Initiative that allow companies to continue to market unhealthy foods and beverages to children. For example, CFBAI nutrition standards apply only to the products pictured in media advertising. Furthermore, child-targeted product packaging and other marketing that occurs in stores, including special displays, promotions, and shelf placement, are exempt from CFBAI guidelines.

Kraft Foods joined the CFBAI in 2006 and committed to advertise only healthy dietary choices, including some varieties of Lunchables, directly to children. However, nutrition professionals have raised concerns about high levels of saturated fat and sodium in many Lunchables products. In this report, we document the nutritional quality of all varieties of Lunchables, including those approved and not approved for advertising to children; describe and quantify Lunchables advertising to youth on TV and the internet; and examine placement of different varieties on supermarket shelves. This information will help identify opportunities to improve the effectiveness of the CFBAI in encouraging children to choose more nutritious options.

## RESULTS

In April 2013, Kraft Foods offered five varieties of Lunchables that met CFBAI nutrition standards for foods that could be advertised to children. However, the company also offered 37 varieties that did not meet these standards, including many products that contained candy and sugary drinks. In addition, 12 different varieties were identified as Lunchables with juice on the company website, but none of these products contained 100% juice. They all contained fruit drinks or flavored waters with added sugar and 10% or less juice content. Furthermore, in 2013 Kraft Foods introduced UPLOADED varieties of Lunchables that are higher in calories, sodium, and saturated fat than other varieties.

Kraft Foods spent more than \$27 million to advertise Lunchables in 2012, and children were frequent targets of this advertising. On average, children (ages 6-11) saw more than one Lunchables ad on TV every week, almost five times as many ads compared with adults. On the internet, Lunchables.com averaged more than 43,000 unique child visitors per month. There were almost twice as many child visitors compared with teens, and children were 2.5 times more likely to visit the site compared with visitors of all ages. In addition, approximately 28 million ads for Lunchables were viewed monthly on youth websites such as Disney Channel and Nick.com sites, representing 60% of all display ads viewed for the product.

In compliance with its CFBAI pledge, advertising for Lunchables only pictured varieties that met Kraft's nutrition standards for foods that can be in child-directed advertising or a Lunchables logo (without identifying a specific variety). However, we also identified several advertising practices that may not comply with industry self-regulatory guidelines. For example, many Lunchables ads also featured a sweepstakes offer, which in some cases was the primary message in the ad. This practice appears to contradict Children's Advertising Review Unit (CARU) guidelines that child-directed advertising must focus primarily on the product being sold. In addition, one variety (Peanut Butter and Jelly Flatbread with fruit) was advertised to children on TV in early 2012, but was reformulated in June and removed from Kraft's list of products approved for child-directed advertising. This ad was cited by CARU for not depicting a balanced meal, and it is likely that children continued to remember the ads and prefer that product. Furthermore, when Lunchables UPLOADED were introduced, access to the UPLOADED section of Lunchables.com appeared on the same page that children visited to access the For Kids

## Executive Summary

section of the site. Although UPLOADED now has its own URL, children who accessed Lunchables.com to visit the For Kids site may have visited the UPLOADED site instead.

Finally, marketing to children in stores is not addressed by CFBAI guidelines, and placement of Lunchables on supermarket shelves does not encourage sales of the healthier varieties that are advertised to children. Varieties that did not meet Kraft's nutrition standards for foods that can be advertised to children outnumbered varieties that did meet the standards by 6:1. In addition, CFBAI-approved varieties were most likely to be stocked on the top shelves – above eye level of both children and adults – and they were less likely to be stocked on the bottom shelves where children would see them. The less nutritious varieties were most likely to be placed on the bottom and middle shelves.

Although Kraft Foods appears to have complied with its CFBAI pledge to picture only varieties of Lunchables that meet nutrition standards in child-directed advertising, several of the company's marketing practices raise questions about its commitment to encouraging children to choose healthier dietary choices.

## RECOMMENDATIONS

If Kraft truly wants to be part of the solution to improving children's diets and reducing obesity, it should reformulate all varieties of Lunchables to meet CFBAI nutrition standards for foods advertised to children. If the company continues to offer Lunchables that do not meet nutrition standards, it should:

- Stop advertising Lunchables directly to children, including on TV and the internet; and
- Use in-store marketing to increase the presence and visibility of the healthiest varieties of Lunchables, and stop allocating the most prominent placement to varieties that include sugary drinks and candy, and contain high levels of saturated fat and sodium.

Kraft Foods has positioned itself as a leader in product choices and marketing practices that encourage healthy lifestyles and make it easier for families to eat and live better. The company should reformulate its Lunchables products and reform marketing targeted to children to reflect that promise.

## Introduction

Kraft Foods joined the Children's Food and Beverage Advertising Initiative (CFBAI) in 2006 and committed to advertise only healthier dietary choices – including some varieties of Lunchables – directly to children.<sup>1</sup> However, nutrition professionals raise concerns about high levels of saturated fat and sodium in many Lunchables products.<sup>2-4</sup>

Extensive marketing of calorie-dense, nutritionally poor foods and beverages to children contributes to poor diets, high rates of obesity, and long-term health issues such as type 2 diabetes and cardiovascular disease.<sup>5</sup> In response to public health concerns about marketing unhealthy foods to children, the Council of Better Business Bureaus introduced the CFBAI in 2006.<sup>6</sup> Participating food and beverage companies pledge to market only “healthier dietary choices” in “child-directed advertising.” However, public health advocates cite limitations of the Initiative that allow companies to continue to market foods and beverages that are high in fat, sugar, and sodium directly to children.<sup>7-9</sup>

One noted limitation of the CFBAI is that nutrition standards for products that can be advertised to children apply only to the products pictured in media advertising. Therefore, companies may advertise brands with both healthy and unhealthy versions of the product provided that only products meeting nutrition standards or brand logos (without a specific product) are depicted in the ads. Furthermore, child-targeted product packaging and other marketing that occurs in stores, including special displays, promotions, and shelf placement, are exempt from CFBAI guidelines. Participating companies may market any of their products to children in the supermarket, regardless of nutrition quality.

Lunchables are positioned as a convenient and appealing ready-to-eat meal for children, and Kraft Foods has identified some varieties of Lunchables as healthier choices that can be advertised to children.<sup>10</sup> However, Kraft Foods also offers varieties of Lunchables that do not meet CFBAI nutrition standards. As a result, Lunchables advertising also could serve as brand advertising to encourage sales of all Lunchables products, not just those pictured in ads. The World Health Organization has noted that, worldwide, industry self-regulatory programs on food marketing to children do not address brand advertising.<sup>11</sup> This analysis provides a case study in how CFBAI companies may use advertising to encourage healthier dietary choices to children when they also offer products that they admit should not be advertised to children.

This report documents Lunchables product nutrition and advertising to children. Our methods include: 1) Analyzing the nutritional quality of all varieties of Lunchables available in April 2013; 2) analyzing syndicated data on advertising spending and exposure to advertising in 2012 from Nielsen and comScore Inc; 3) examining the content of TV advertisements, the Lunchables' website, and internet display advertising; and 4) conducting an audit of shelf placement for the Lunchables display in supermarkets in May / June 2013. We supplemented these analyses by collecting information from the company website and product packaging. A detailed description of the methods used for each of these analyses is available in *Appendix A*. We did not have access to proprietary documents from Kraft Foods, including privately commissioned market research, media and marketing plans, or other strategic documents. Therefore, we do not attempt to interpret the companies' goals or objectives for their marketing practices.

## Results

In this report, we document the nutritional quality of all varieties of Lunchables; describe and quantify advertising to children on TV and the internet; and examine supermarket placement of different varieties.

As of April 2013, Kraft offered 42 different varieties of Lunchables in six categories (see *Table 1*). Three varieties of Lunchables with smoothie and two varieties of

Lunchables with fruit were approved for advertising to children. The largest categories were Lunchables with juice and Lunchables without drink, which represented almost one-half of available varieties.

Of the 37 varieties that were not approved for advertising to children, 45% contained a sugar-sweetened beverage and 27% contained beverages with both sugar and artificial sweeteners. Of note, the with juice varieties included a Capri Sun fruit drink with 10% juice (and the remaining calories from added sugar) or a Roarin' Waters flavored water with 0% juice. Further, 10 of 12 with juice varieties included candy, such as a Reese's Peanut Butter Cup or Skittles, and 5 of 11 without drink varieties contained cookies. UPLOADED varieties contained larger portions for "more of the stuff kids love,"<sup>12</sup> as well as a bottle of water and a Kool-Aid Singles packet containing a combination of sugar and artificial sweeteners. Snack duos included two smaller "snack" items.

**TABLE 1. LUNCHABLES PRODUCT CATEGORIES**

Category	Contents	CFBAI-approved/ Total varieties
With smoothie	Entree, dessert, smoothie	3/3
With fruit*	Entrée, fruit, side item, Capri Sun beverage	2/3
With juice**	Entrée, dessert, Capri Sun sugary drink	0/12
UPLOADED	Entrée, side item, dessert, bottled water, Kool-Aid Singles packet	0/7
Without drink	Entrée with or without cookies	0/11
Snack duos	Smaller entrée portion with or without cookies; sold in 2-packs	0/6

\*Includes 'Peanut Butter and Jelly Flatbread with fruit' variety which contained applesauce and 100% juice, but was not approved for child-directed advertising

\*\*All varieties in this category contained a Capri Sun beverage with 0% - 10% juice

Source: Lunchables.com (April 2013) and Kraft Foods CFBAI pledge (April 2013)



## Results

### NUTRITIONAL QUALITY

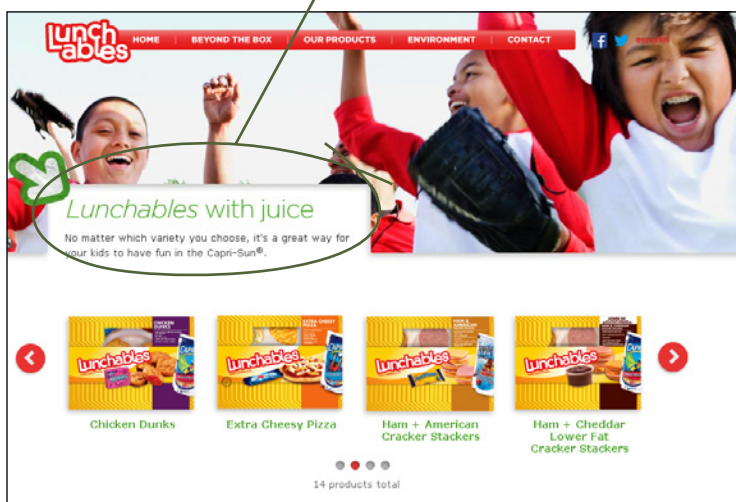
In April 2013, we collected nutrition information for all varieties of Lunchables listed on Lunchables.com. *Appendix Table B1* provides complete nutrition information for all varieties listed. *Table 2* presents medians and ranges for calories, estimated added sugar, saturated fat, and sodium for varieties by Lunchables category. We divided the without drink category into varieties with and without cookies due to substantial differences in nutrient content. We also compared each variety to CFBAI nutrition standards for foods that can be advertised to children, including Kraft's Smart Choices criteria that applied to products advertised to children in 2012/2013<sup>13</sup> and revised CFBAI uniform category-specific nutrition standards that were implemented in early 2014.<sup>14</sup>

Just five varieties met both 2012/2013 and 2014 CFBAI nutrition standards. One variety of Lunchables with fruit (Peanut Butter and Jelly Flatbread) appeared to meet the 2012/2013 standards, but

not the 2014 standards. The remaining 36 varieties of Lunchables available in April 2013 did not meet either 2012/2013 or 2014 CFBAI nutrition standards.

*Table 2* also presents the percent of varieties by category that met criteria for individual nutrients according to Kraft's 2012/2013 CFBAI standards. The majority of varieties exceeded the 10% limit on calories from saturated fat, and six varieties contained more than double the limit. Furthermore, 57% of varieties exceeded sodium limits, and four varieties contained over 750 mg, which is more than half the recommended amount of sodium for a child aged 4 to 13 for an entire day.<sup>15</sup> UPLOADED varieties tended to contain the most sodium and calories – not one met the limit for healthy levels of sodium and 30% exceeded the calorie limit. Most snack duos also contained high sodium levels for a snack and one-half were high in calories. Added sugar content was high for two-thirds of with juice varieties due to the sugary drink and often candy or other dessert included.

### LUNCHABLES WITH JUICE VARIETIES CONTAINED DRINKS WITH ADDED SUGAR, NOT 100% JUICE



Capri Sun Roarin' Waters drink in Lunchables with juice

Description on Lunchables.com



**TABLE 2. NUTRIENT CONTENT OF LUNCHABLES CATEGORIES AND PROPORTION MEETING KRAFT'S NUTRITION STANDARDS FOR CHILD-DIRECTED ADVERTISING**

Lunchables category	Calories			Added sugar* (g)			Sodium (mg)			Varieties meeting nutrition standards	
	Median	Range	% meeting 2013 criteria	Median	Range	% meeting 2013 criteria	Median	Range	% meeting 2013 criteria	Kraft 2013 CFBAI standards	CFBAI 2014 uniform standards
With smoothie	380	370-430	100%	17	12-18	100%	590	580-600	100%	3/3	3/3
With fruit	380	370-480	100%	8	7-19	100%	590	330-600	100%	3/3	2/3
With juice	315	230-510	100%	25	17-36	17%	550	480-860	67%	0	0
UPLOADED	440	360-500	71%	17	13-22	29%	750	650-880	0%	0	0
Without drink	265	250-370	100%	3	3-4	17%	690	570-840	17%	0	0
Without drink (with cookies)	320	290-350	100%	15	9-21	20%	570	560-630	80%	0	0
Snack duos	205	130-250	50%	6.5	0-35	17%	335	115-400	67%	0	0

\* Added sugar was calculated by subtracting the estimated naturally-occurring sugars in fruit, 100% juice, and dairy products from total sugar reported on the nutrition facts panel. Source: Nutrition analysis (April 2013)

## Results

### TRADITIONAL ADVERTISING

This section analyzes traditional advertising for Lunchables in 2012, including advertising spending in measured media (e.g., TV, radio, outdoor, internet), child and teen exposure to TV advertising, and the content of TV advertisements.

### ADVERTISING SPENDING

Kraft Foods spent \$27.2 million to advertise Lunchables across all forms of media in 2012 (see *Figure 1*). More than 70% was spent on television advertising and one-quarter on print ads, including magazines, newspapers, and coupons. Kraft also spent more than \$1 million on internet ads.

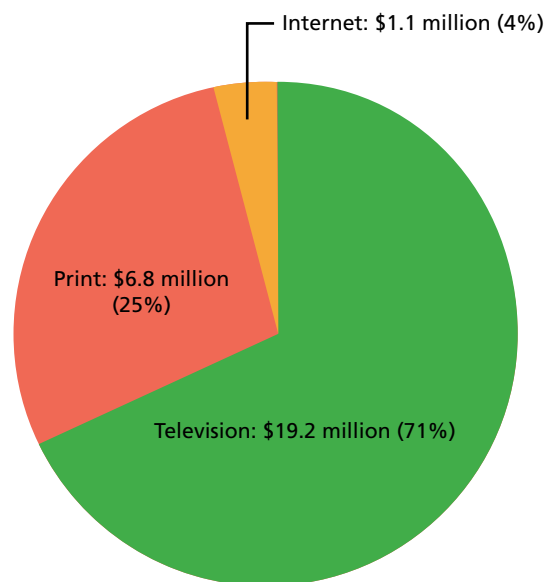
### CHILD-TARGETED TV ADVERTISEMENTS

Five different commercials promoting Lunchables products appeared on television in 2012. Two of these ads promoted the Peanut Butter and Jelly Flatbread with fruit variety and aired during the first half of 2012. However, Kraft reformulated this variety in June 2012, the product was removed from the list of CFBAI-approved products, and these commercials no longer aired after June 2012. Three additional ads promoted the Turkey and Cheddar Sub Sandwich with smoothie variety, which also met Kraft's nutrition standards for foods that could be in child-directed advertising. However, one of these ads focused primarily on Lunchables' Never Be Bored Again sweepstakes. The commercial invited children to play a game for prizes on the Lunchables.com Kid Site and just showed brief shots of the Lunchables product.

Children ages 6 to 11 years viewed on average 57 TV ads for Lunchables in 2012, more than one ad per week (see *Table 3*). Preschoolers (2–5 years) and teens (12–17 years) viewed somewhat fewer: 40 ads and 30 ads per year, respectively. Compared with adults, children viewed almost five times as many Lunchables ads, while preschoolers viewed more than three times as many ads.

Approximately 20% of Lunchables ads viewed by preschoolers, children, and teens promoted the Never Be Bored Again sweepstakes; the remaining ads featured one of the CFBAI-approved Lunchables varieties.

**FIGURE 1. LUNCHABLES ADVERTISING SPENDING IN ALL MEDIA**



Source: Nielsen (January – December 2012)

## Results

### TV ADVERTISING FOR LUNCHABLES PRODUCTS AND SWEEPSTAKES



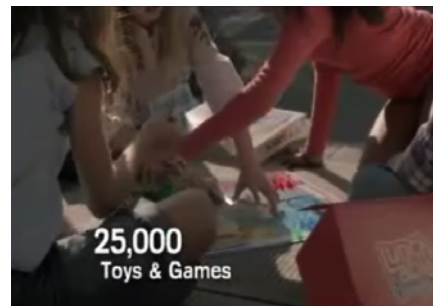
Peanut Butter and Jelly Flatbread with fruit variety



Turkey and Cheddar Sub Sandwich with smoothie variety



TV ad promoting Never Be Bored Again sweepstakes



**TABLE 3. LUNCHABLES TV ADS VIEWED BY CHILDREN AND TEENS**

Age group	All Lunchables ads		Ads for sweepstakes	
	# of ads viewed	Targeted ratio (vs. adults)	# of ads viewed	% of total ads
2-5 years	40.3	3.3	8.8	22%
6-11 years	57.0	4.7	12.2	21%
12-17 years	30.3	2.5	6.6	22%

Source: Nielsen (January – December 2012)

## Results

### INTERNET ADVERTISING

This section details Lunchables marketing on the internet, including the Lunchables.com website and display advertising for Lunchables on third-party websites. We describe the content of the ads and examine child and teen exposure to both types of marketing.

#### LUNCHABLES WEBSITE

During April 2013, Kraft's website for the brand (Lunchables.com) linked to three secondary sites: Kid Site designed for children, Parent Site aimed at parents, and Get UPLOADED promoting these larger-sized varieties of Lunchables. The Kid Site included the Lunchables with smoothie logo and only promoted varieties approved for child-directed advertising. The site also promoted child-directed sweepstakes, including Never Be Bored Again (July 2012–January 2013) and Access to Awesome (June 2013–February 2014).

The Get UPLOADED section of Lunchables.com displayed UPLOADED varieties that were not approved for child-directed advertising. This site featured content that was likely to appeal to children, including a celebrity endorsement from reality TV star and professional skateboarder, Rob Dyrdek; branded videos featuring Dyrdek; an option for users to upload photos and videos; and The Real Lunchables Twitter feed. Of note, as of December 2013 the UPLOADED website had a separate URL (LunchablesUPLD.com) and no longer appeared on the Lunchables site home page.

Lunchables.com averaged more than 43,000 unique child visitors per month and 23,000 unique teen visitors in 2012 (see *Table 4*). Data were not available to measure visitors to the individual secondary websites separately (Kid Site, Parent Site and Get UPLOADED). However, children under 12 were 2.5 times more likely to visit the site overall compared with all visitors (ages 2+), while teens were just 37% more likely to visit.

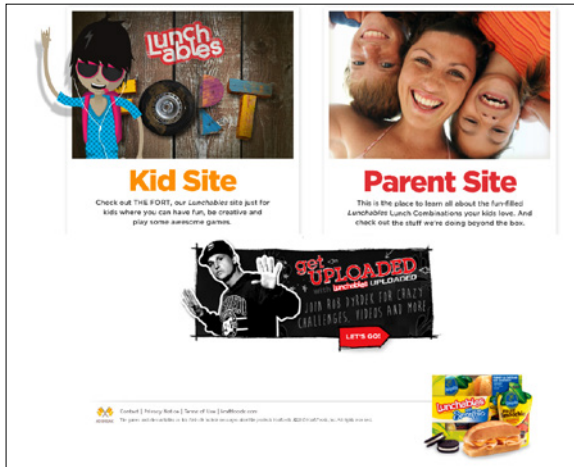
**TABLE 4. CHILD AND TEEN VISITORS TO LUNCHABLES.COM**

Age group	Average unique visitors per month (000)	Average minutes per visit	Average pages per month	Child: All visitors targeted index
Children (2-11 years)	43	1.1	1.6	253
Teen (12-17 years)	23	1.3	2.7	137

Source: comScore Media Matrix Key Measures Report (January-December 2012)

## Results

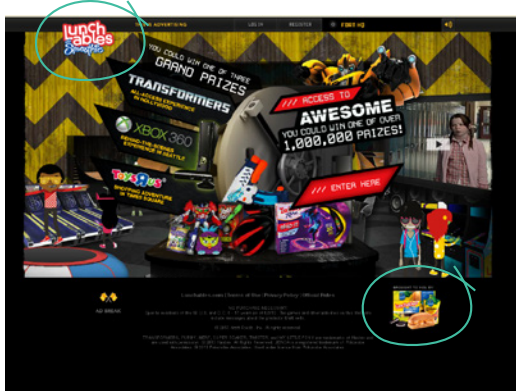
### CHILD-TARGETED ADVERTISING ON LUNCHABLES.COM



Main page for Lunchables.com with access to Kid Site, Parent Site, and Get UPLOADED (April 2013)



QR code on Lunchables packages directed to Lunchables.com Kid Site



Access to Awesome sweepstakes promoted on Lunchables.com Kid Site



Visitors to Lunchables.com could upload their own videos to Get UPLOADED



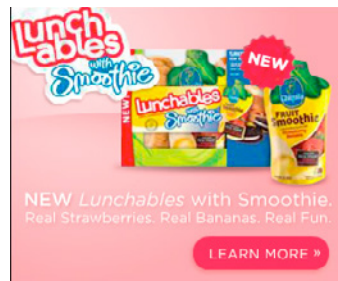
## Results

### DISPLAY ADVERTISING ON THIRD-PARTY WEBSITES

In addition to promoting Lunchables on Lunchables.com, Kraft also purchased display advertising to promote the product on other companies' websites. Display advertisements that appeared on youth websites (i.e., those visited by a high proportion of youth under 18 years old) depicted Lunchables varieties that were approved for child-directed advertising, as well as ads that focused on Lunchables child-directed sweepstakes. Ads for the Peanut Butter and Jelly Flatbread with fruit no longer appeared on youth websites after June 2012 when it was removed from the list of CFBAI-approved products.

More than 575 million display ads for Lunchables were viewed on other websites in 2012, and over 341 million (59% of the total) were viewed on youth websites (see *Table 5*). Disney Online sites featured the most display ads for Lunchables (50% of ads placed on youth websites), followed by Nick.com (23%), other Nickelodeon Kids and Teens sites (11%), and Cartoon Network (10%).

### DISPLAY ADS THAT APPEARED ON YOUTH WEBSITES



Ads for CFBAI-approved varieties



Ads for Lunchables sweepstakes



## Results

**TABLE 5. LUNCHABLES DISPLAY ADS VIEWED ON YOUTH WEBSITES\***

Publisher sites	2012 total ad views (000)	% of total display ad views
Disney Online total	171,779	30%
Disney Channel TV Network	80,328	
Disney Channel	51,284	
Disney XD	11,220	
Disney Games	12,240	
Disney Music	4,882	
Radio Disney	4,427	
Disney Create	4,101	
Disney Videos	1,051	
Nickelodeon Kids & Family total	122,941	21%
Nick.com sites	77,840	
Nickelodeon Kids & Teens	36,776	
iCarly	2,929	
Nickelodeon Casual Games	2,378	
Addicting Games	1,242	
Cartoon Network	32,516	6%
National Geographic Kids	9,479	2%

\*Youth websites have a higher than average percentage of 2-17 year olds visiting the website compared with the total internet  
Source: comScore Ad Metrix Advertisers Report (January-December 2012)

On television and the internet, Lunchables advertising promoted sweepstakes and the Lunchables brand, in addition to CFBAI-approved varieties.



## Results

### SUPERMARKET PLACEMENT

To examine where different varieties of Lunchables were stocked on supermarket shelves, we conducted an audit of 50 supermarkets throughout the United States in June 2013. We measured the relative proportion of supermarkets that stocked the healthier varieties of Lunchables (with smoothie and with fruit) versus other varieties and examined the placement of

different categories on bottom, middle, and top shelves. The middle shelf is considered prime placement in the supermarket because products placed there are at eye level for most adults and thus highly visible to shoppers.<sup>16</sup> For child-targeted products, such as breakfast cereals, the lower shelf is also desirable as products on those shelves are close to eye level for young children.<sup>17</sup> Figure 2 presents an example of a typical Lunchables display in the supermarket

FIGURE 2. EXAMPLE OF SUPERMARKET SHELF SPACE ALLOCATION BY LUNCHABLES CATEGORY

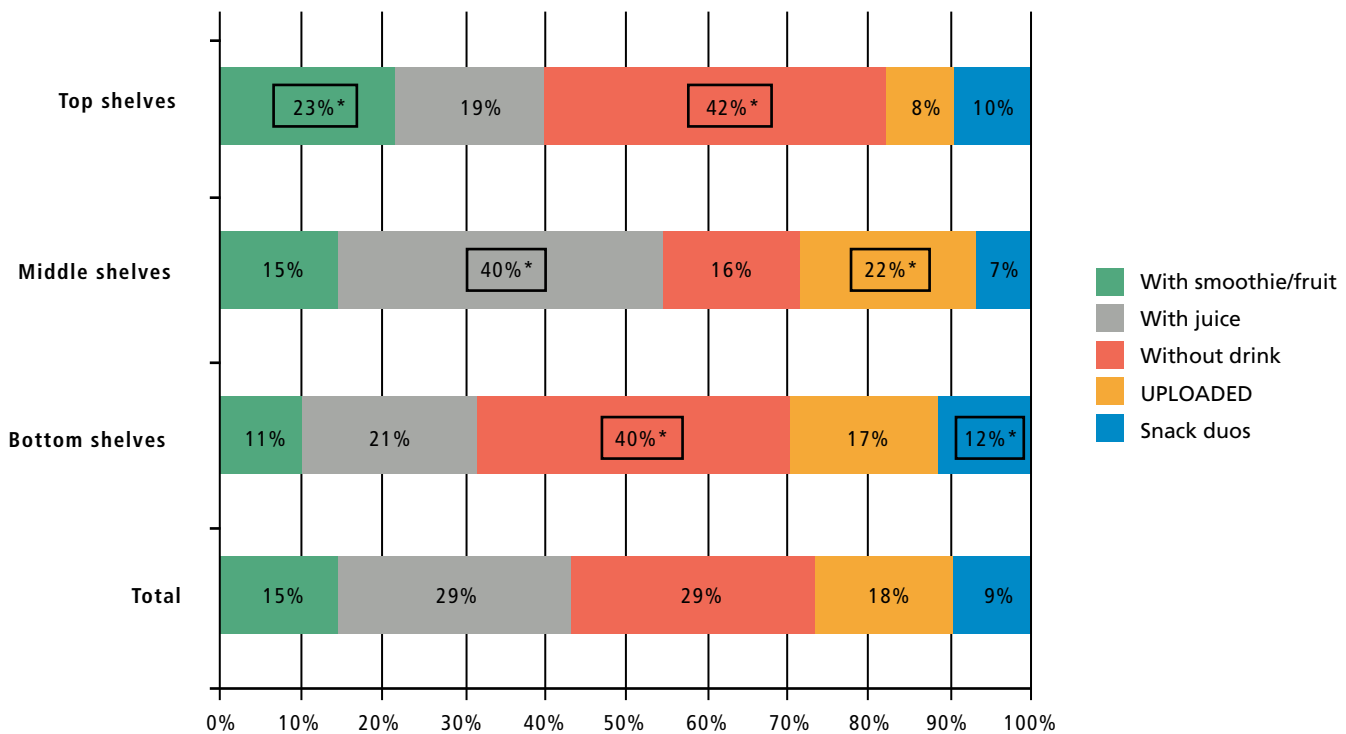


## Results

Approximately three-quarters of available varieties of Lunchables were stocked in 50% or more of the supermarkets examined (see *Appendix Table B2*). The nine most common varieties (stocked in 80% or more of supermarkets) included: Pizza with Pepperoni (with juice and without drink), Turkey and American Cracker Stackers (with juice and without drink), Ultimate Deep Dish Pepperoni Pizza (UPLOADED), Nachos, Cheese Dip and Salsa (with juice and without drink), Extra Cheesy Pizza (without drink), and Turkey and Cheddar with Crackers (without drink). Five of these varieties contained candy and five contained a sugary drink. In contrast, not one of the varieties approved for child-directed advertising appeared in more than three-quarters of stores.

The healthier with smoothie and with fruit varieties of Lunchables also received less prominent placement on supermarket shelves. Overall, just 15% of the varieties of Lunchables stocked in supermarkets belonged to one of these healthier categories (see *Figure 3*). They were more likely to be placed on the top shelves (i.e., the least attractive position in the supermarket) and less likely to be placed on lower shelves at children's eye level. Without drink varieties were equally likely to be placed on the top and bottom shelves, while with juice varieties were placed on the middle shelf most frequently, at adults' eye level. UPLOADED varieties also were more likely to be placed on the prime middle shelves, and snack duos appeared most often on bottom shelves. Overall, 28% of varieties that met nutrition standards for foods advertised to children were placed on the highest shelves, compared with 18% of the nutrient-poor varieties. In contrast, 24% of the healthier varieties appeared on the bottom shelf at children's eye levels, compared with 36% of the unhealthy varieties.

**FIGURE 3. PLACEMENT OF LUNCHABLES VARIETIES BY CATEGORY ON SUPERMARKET SHELVES**



\*Shelf where the category appeared most often

Source: Audit of 50 supermarkets (June 2013)

## Conclusions

Kraft Foods appears to have complied with its CFBAI pledge to include only varieties of Lunchables that met nutrition standards in its child-direct advertising. However, we identified several marketing practices that raise questions about the company's intent to encourage children to select the healthier varieties.

This report identifies several specific marketing practices that raise concerns:

- Lunchables with juice (as described on Lunchables.com) was the most common category, but these varieties did not contain 100% juice. They all included fruit drinks or flavored waters with added sugar and 10% or less juice content. The flavored waters also contained artificial sweeteners. These products were more likely to be placed on the middle shelves in the supermarket, at parents' eye level, and may be targeted to parents who are looking for apparently healthier choices.

- Healthier Lunchables varieties that met nutrition standards for advertising to children were more likely to be stocked on the upper shelves, above eye level for both children and adults. They also were less likely to be stocked on the bottom shelves at children's eye level. In contrast, less nutritious varieties appeared most often on prime middle shelves and lower shelves where children would see them.
- In 2013, Kraft Foods introduced UPLOADED Lunchables that are higher in calories, sodium, and saturated fat than other varieties. At the time of our analysis, the Lunchables.com home page also included a link to the Get UPLOADED section of the website featuring these less nutritious varieties. Therefore, when children under 12 visited Lunchables.com, they also could easily access the Get UPLOADED section. Of note, Get UPLOADED is now a separate website (LunchablesUPLD.com) and is no longer linked to Lunchables.com.
- One variety of Lunchables (Peanut Butter and Jelly Flatbread with fruit) was advertised to children on TV during the first half of 2012. However, the product was reformulated in June and removed from the approved product list. The company stopped advertising this variety, but it is likely that residual effects of the advertising on children's preferences for the product remain. Of note, in August 2012 CARU asked Kraft Foods to revise this advertising because it did not depict the product in the context of a balanced meal.<sup>18</sup> The product was recently reformulated again and the 100% juice was replaced by a flavored water sugary drink.<sup>19</sup>
- One-fifth of Lunchables TV ads viewed by children featured a sweepstakes and did not focus primarily on the product. Sweepstakes also were featured on the For Kids section of Lunchables.com and in display ads on youth websites. These ads appear to contradict CARU requirements that child-directed advertising focus primarily on the product being sold (i.e., the Lunchables product). In fact, one of these sweepstakes was cited by CARU for not adequately disclosing the prizes offered and chances of winning.<sup>20</sup> Legal experts also argue that sweepstakes offers in general exploit children as they do not understand available options to enter without purchasing the product or their true odds of winning.<sup>21</sup>

## Conclusions

- Through the CFBAI, Kraft has pledged to not advertise any products to children under 6. However, preschoolers (2–5 years) saw an average of 40 TV ads for Lunchables in 2012, 10 more ads than teens saw.

## RECOMMENDATIONS

Through its participation in the CFBAI, Kraft Foods has expressed a commitment to advertise only healthier dietary choices to children. However, it cannot make such a commitment and continue to aggressively market the Lunchables brand to children when just 5 out of 42 products meet the company's own nutrition standards for healthier products that can be advertised to children.

If Kraft Foods truly wants to be part of the solution to childhood obesity, it should reformulate all varieties of Lunchables to meet the new CFBAI category-specific uniform nutrition standards for foods advertised to children.

If the company continues to offer Lunchables varieties that do not meet CFBAI nutrition standards for foods that can be advertised to children, Kraft should:

- Stop advertising Lunchables directly to children, including on TV and the internet; and
- Use in-store marketing to increase the presence and visibility of the healthiest varieties, and stop allocating the most prominent placement to varieties that include sugary drinks, candy, and high levels of saturated fat and sodium.

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**Kraft Foods has positioned itself as a leader in product choices and marketing practices that encourage healthy lifestyles and make it easier for families to eat and live better.<sup>23</sup> The company should reformulate its Lunchables products and reform marketing targeted to children to reflect that promise.**

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## Appendix A. Methods

Through publicly available data, we used a variety of data sources and methods to document and evaluate the nutritional content and marketing practices of Kraft Foods Lunchables.

### LUNCHABLES PRODUCT CATEGORIES AND AVAILABLE VARIETIES

We obtained information about available varieties of Lunchables on Lunchables.com Parent Site in April 2013. The site listed six categories of Lunchables totaling 42 different varieties (see *Table A1*). *Table B1* presents the name, product category, and specific items in all 42 available varieties.

We used Kraft Foods' Product Information spreadsheets posted on its pledge page on the Children's Food and Beverage Advertising Initiative (CFBAI) website to identify the varieties of Lunchables that met Kraft Foods' nutrition standards for foods that could be advertised to children.<sup>22</sup> To identify products that were approved to be advertised to children in 2012, the time period examined in the advertising analysis, we obtained copies of spreadsheets listing CFBAI-approved Lunchables products in January 2012,<sup>23</sup> June 2012,<sup>24</sup> and December 2012.<sup>25</sup>

### NUTRITIONAL QUALITY

To evaluate the nutritional quality of each variety of Lunchables, we obtained nutrition information from Lunchables.com in April 2013. The following nutrition information was collected for each variety: total calories (kcal), saturated fat (g), total fat (g), sodium (mg), and total sugar (g). Additionally, the site reported each product's "nutritional highlights," which indicated whether it contained a serving of fruit, vegetables, or whole grain. We then calculated the percent of calories from saturated fat and total sugar. Added sugar was estimated by obtaining the sugar content of branded fruits, 100% fruit juice, and cheese products contained in the package from the Kraft Foods website, and subtracting these naturally occurring sugars from reported total sugar.

For the nutritional analyses, we separated the Lunchables without drink varieties into those that contained cookies versus those that did not. For each Lunchables category, we calculated the range and medians for the following measures: total calories (kcal), sodium (mg), estimated added sugar (g), total fat (g), and saturated fat (g).

We also calculated the percent of varieties in each category that met: 1) Kraft Foods' CFBAI standards for foods that could be in child-directed advertising in 2012 and 2013 (i.e., Smart Choices criteria)<sup>26</sup> and 2) the CFBAI category-specific uniform nutrition criteria (to be implemented by 2014).<sup>27</sup> Both standards apply different criteria to different types of food products, such as meals, small meals, and snacks. *Table A1* presents the nutrition standards that were applied to varieties in each category and the requirements for each of these standards.

## Appendix A. Methods

**TABLE A1. NUTRITION STANDARDS**

Nutrition standards	Lunchables category	Calories (kcal)	Total fat (% kcal)	Sat fat	Trans fat (g)	Chol (mg)	Sugar	Sodium (mg)	Nutrient components to encourage
<b>Kraft 2012/2013 CFBAI standards</b>									
Entrées, sandwiches, and main dishes	With smoothie, with fruit, with juice, without drink and UPLOADED	≤ 450	≤ 35	≤ 10% kcal	0	≤ 90	≤ 25% kcal (added)	≤ 600	≥ 1 serving of food group, OR ≥ 10% daily value of 1 nutrient
Snack foods and sweets	Snack duos	≤ 160	≤ 35	< 10% kcal	0		≤ 25% kcal (added)	≤ 240	≥ 10% DV of vitamin A, C, E, calcium, potassium, fiber, or magnesium OR ½ serving of fruit, vegetables, whole grains, or fat-free/low-fat milk products
<b>CFBAI category-specific uniform nutrition criteria (2014)</b>									
Small meals	Without drink	≤ 600		≤ 10% kcal	0	≤ 17 g (total) or 12	≤ 290		≥ 1 ½ servings of food groups, OR 1 serving of food group and
Meals	With smoothie, with fruit, with juice and UPLOADED	≤ 600		≤ 10% kcal	0		≤ 20 g (total) or 15 g*	≤ 740	≥ 2 servings of food groups, OR 1½ serving of food group and ≥ 10% daily value of 3 nutrients
Other: 150 calories or less	Snack duos	≤ 150		≤ 1.5 g	0		≤ 10 g (total)	≤ 290	≥ 2 servings of food groups, OR 1½ serving of food group and ≥ 10% daily value of 3 nutrients
Other: 150-200 calories	Snack duos	150-200		≤ 2 g	0		≤ 12 g (total)	≤ 360	≥ 2 servings of food groups, OR 1½ serving of food group and ≥ 10% daily value of 3 nutrients

\*Sugars from one qualifying milk product, fruit, or 100% fruit/vegetable juice are not counted in the limit. If there are two qualifying items, the total sugar limits are reduced



## Appendix A. Methods

Additionally, we evaluated the percent of varieties in each category meeting 2012/2013 CFBAI standards for individual measures: total calories, total sodium, percent of calories from added sugar, and percent of calories from saturated fat.

### ADVERTISING SPENDING

Nielsen tracks total spending in 18 different media including TV, internet, radio, magazine, newspaper, free standing insert (FSI) coupons, and outdoor advertising. We licensed these data for 2012 to obtain advertising spending by Kraft Foods on the Lunchables brand for that year. We report total media spending and spending on TV advertising, internet, and print (magazine, newspaper, and FSI coupons).

### TV ADVERTISING EXPOSURE AND CONTENT

Nielsen gross rating points (GRP) data provided exposure to television advertising for Lunchables products by age group. GRPs are a per capita measure of ads viewed by a specific demographic group over a period of time. They are calculated as the sum of advertising exposures for all individuals within the demographic group, divided by population size, and multiplied by 100. We divided GRPs by 100 to obtain the average number of ads viewed by individuals in each age group. GRPs were licensed from Nielsen for preschoolers (2–5 years), children (6–11 years), teens (12–17 years), and adults (25–49 years) from January through December 2012.

These data also allowed us to measure relative exposure to advertising for preschoolers, children and teens versus adults. We report the following targeted ratios for 2012:

- **Preschool child-to-adult targeted ratio** = ads viewed by preschoolers (2–5 years) / ads by adults (25–49 years)

- **Child-to-adult targeted ratio** = ads viewed by children (6–11 years) / ads viewed by adults (25–49 years)

- **Teen-to-adult targeted ratio** = total ads viewed by teens (12–17 years) / total ads viewed by adults (25–49 years)

Nielsen also provided data to identify the specific variety of Lunchables product shown in each advertisement, which allowed us to report the number of ads viewed and targeted ratio for each variety, including ads that did not refer to any specific varieties. In addition, Nielsen provided digital copies of all ads. A researcher viewed the ads and coded 1) the specific varieties of Lunchables products shown in each ad, and 2) any sweepstakes promoted in the ads.

### WEBSITE EXPOSURE

We identified the main website for the Lunchables brand (Lunchables.com). In 2012, the site linked to two secondary sites: one designed for children (Kid Site) and one aimed at parents (Parent Site). We obtained data on visits to the Lunchables website in 2012 from comScore's Media Metrix Key Measures Report.<sup>28</sup> The company captures the internet behavior of a representative panel of about 350,000 users in the United States.<sup>29</sup> It is the nation's largest existing internet audience measurement panel. comScore uses these panel data to extrapolate its findings to the total U.S. population and provides data on visits by each individual, including both children and adults living in the same household.

We report the following measures for visits to Lunchables.com from January through December 2012:

- **Average unique visitors per month** for children (2–11 years), teens (12–17 years), and adults (18 years and older). This measure was calculated by adding average total unique visitors per month (reported quarterly by comScore) for each age group divided by four (for four quarters).

- **Average pages per month** (i.e., the average number of pages on the site visited by each visitor per month) and **average minutes per visit** (i.e., the average amount of time each visitor spent on the site per month) for each unique visitor. comScore reports these numbers quarterly. Averages were computed for the year.

- **Targeted indices** were calculated for children, teens and adults. We first calculated the percent of visitors from each age group (2–11 years, 12–17 years, and 18 years and older) visiting the Lunchables website by



## Appendix A. Methods

averaging the number of monthly unique visitors to the site for that age group and dividing that number by the average monthly unique visitors to the total internet during the four quarters of 2012 for the same age group. Targeted indices were then calculated by dividing the percent of total internet visitors for each age group (2–11 years, 12–17 years, and 18 years and older) who visited Lunchables.com by the percent of all visitors (age 2 years and older) to the total internet who visited the same website. This number was then multiplied by 100. Targeted indices greater than 100 signify that the demographic group was overrepresented on the website in relation to the comparison group; and targeted indices less than 100 signify that it was underrepresented.

We also examined content on the Lunchables.com website as of April 2013, including For Kids, For Parents and Get Uploaded sections of the site. These sites were examined for marketing techniques that appeal to children, including child-directed sweepstakes, celebrity endorsements, and other child-friendly engagement devices.

### DISPLAY ADVERTISING

Display advertisements are purchased by companies to promote their products on other companies' websites. These advertisements, which are usually displayed along the border of a webpage, often invoke attention-grabbing Flash animation. They typically feature a particular product or a special promotion or sweepstakes. An effective display ad is one that induces a large proportion of viewers to click the ad and consequently be redirected to the company's website.

Ad Metrix, another comScore product, tracks advertisements that are completely downloaded and viewable on a user's web browser through its panel of internet users. Ad Metrix, therefore, measures individual exposure to display ads presented in rich media (SWF files) and traditional image-based ads (JPEG and GIF files), as well as sponsored ads on Facebook. It does not report on search-based text ads, video, or

html-based ads. Ad Metrix also identifies the third-party (publisher) website on which the advertisement was viewed and the company sponsoring the advertisement. In addition, Ad Metrix captures copies of the actual ads.

Data for exposure to Lunchables' display ads were obtained from the comScore Ad Metrix Advertiser Report for January to December 2012.<sup>30</sup> comScore provides display ad impressions, or the number of advertisements fully downloaded and viewed on publisher websites, for each month. Using comScore's Media Metrix report to obtain unique visitors to the websites where the ads appeared, we identified websites that were disproportionately targeted to youth. A youth website was defined as one with a greater percent of 2- to 17-year-old visitors compared with the total percent of 2- to 17-year-olds on the internet during 2012. Ad Metrix does not report demographic information about the individuals who viewed advertisements. Therefore, we could not provide exposure for specific age groups.

### SUPERMARKET SHELF PLACEMENT


To examine in-store marketing practices, we conducted an audit of the Lunchables shelves in 50 supermarkets throughout the United States. Using Gigwalk mobile work marketplace,<sup>31</sup> field personnel were hired to take pictures of the Lunchables display at a sample of 50 supermarkets located in 33 states throughout the country. The audit took place between May and June 2013. Field personnel were instructed to only visit supermarket chains for the audit. They received detailed instructions to take seven specific photographs of each Lunchables shelf display.

Coders then recorded the shelves where each variety of Lunchables was located (top, middle, bottom) according to the definitions in *Table A2*. The number of supermarkets that stocked each variety and the number stocking each variety on the bottom, middle, and/or top shelves were calculated. These numbers were totaled for each Lunchables category and the percent of varieties in each category placed on top, middle, and bottom shelves are reported.

## Appendix A. Methods

**TABLE A2. DEFINITIONS OF TOP, MIDDLE AND BOTTOM SHELVES**

3 Shelves	4 Shelves	5 Shelves	6 Shelves	7 Shelves
Top	Top	Top	Top	Top
Middle	Middle	Middle	Top	Top
Bottom/cooler	Middle	Middle	Middle	Middle
	Bottom/cooler	Bottom	Middle	Middle
		Bottom/cooler	Bottom	Middle
			Bottom/cooler	Bottom
				Bottom/cooler



*Appendix B.  
Supplemental  
Tables*

**TABLE B1. NUTRITIONAL QUALITY OF INDIVIDUAL LUNCHABLES VARIETIES**

**TABLE B2. VARIETIES STOCKED IN SUPERMARKETS BY SHELF LOCATION**

**TABLE B1. NUTRITIONAL QUALITY OF INDIVIDUAL LUNCHABLES VARIETIES**

Variety name	Lunchables category	Product contents	Standard applied						Sugary drink	Calories (kcal)	Saturated fat		Sodium (mg)	Total sugar		Added sugar estimate		Met nutrition standards		
			CFBAI 2013		CFBAI 2014		Meal	Components to encourage			> 10% daily value	Candy		(g)	(% kcal)	(g)	(% kcal)	(g)	(% kcal)	CFBAI 2012/2013
			Snack	Main dish/meal	Snack (large)	Main dishes and entrees														
Chicken Strips	With smoothie	Oscar Mayer breaded chicken, ketchup, Double Stuf Oreo cookies, Chiquita Strawberry Banana Smoothie	✓	✓			✓	1 serving fruit	Vitamin C Iron		3	7.3%	35	37.8%	18	19.4	✓	✓		
Deep Dish Pepperoni Pizza	With smoothie	Pizza, (deep dish pizza crust, pizza sauce, Kraft cheese blend, pepperoni), Chiquita Strawberry Banana Smoothie, Rice Krispies Treat	✓	✓			✓	1 serving fruit; 1 serving whole grain	Calcium, Vitamin A, Vitamin C, Iron	3.5	8.3%	29	30.5%	12	12.6	✓	✓			
Turkey and Cheddar Sub Sandwich	With smoothie	Oscar Mayer lean turkey, Kraft cheddar, Kraft fat free mayo, sub bun, Chiquita Strawberry Banana Smoothie, Double Stuf Oreo cookies	✓	✓			✓	1 serving fruit; 1 serving whole grain	Calcium, Vitamin C, Iron	4.5	9.4%	32	29.8%	17	16.5	✓	✓			
Ham and American Flatbread	With fruit	Oscar Mayer lean ham, Kraft American cheese, Kraft fat free mayo, flatbread, Tree Top applesauce, Capri-Sun 100% juice, Rice Krispies Treat	✓	✓			✓	1 serving fruit; 1 serving whole grain	Calcium, Vitamin C, Iron	3	7.1%	600	42.1%	7	7.3	✓	✓			
Turkey and Cheddar Flatbread	With fruit	Oscar Mayer lean turkey, Kraft cheddar, Kraft fat free mayo, flatbread, Tree Top applesauce, Capri-Sun 100% juice, Betty Crocker Fruit-Roll Ups	✓	✓			✓	1 serving fruit; 1 serving whole grain	Calcium, Vitamin C, Iron	2.5	6.1%	590	44.3%	8	8.6	✓	✓			
Peanut Butter and Jelly Flatbread	With fruit	Planters peanut butter, grape jelly, flatbread, Betty Crocker Fruit Roll-Ups, Tree Top applesauce, Capri Sun 100% juice	✓	✓			✓	1 serving fruit; 1 serving whole grain	Vitamin C, Iron	2.5	4.7%	330	40.8%	17	14.2	✓	✓			

**TABLE B1. NUTRITIONAL QUALITY OF INDIVIDUAL LUNCHABLES VARIETIES (CONTINUED)**

Variety name	Lunchables category	Product contents	Standard applied						Met nutrition standards															
			CFBAI 2013		CFBAI 2014				Added sugar estimate															
			Snack	Main dish/meal	Snack (large)	Main dishes and entrees	Meal	Components to encourage	> 10% daily value	Candy	Sugary drink	Calories (kcal)	Saturated fat (g)	(% kcal)	Sodium (mg)	Total sugar (g)	(% kcal)	Total sugar (g)	(% kcal)	CFBAI 2012/2013	CFBAI 2014			
BBQ Chicken Shake-ups	With juice	1 Oscar Mayer breaded chicken strips, barbecue seasoning, Capri-Sun Roarin' Waters, JELL-O fat free chocolate pudding snack	✓				✓				Calcium			✓	230	1	3.9%	480	21	36.5%	21	36.5		
Chicken Dunks	With juice	Oscar Mayer breaded chicken, ketchup, Capri-Sun Fruit Punch, Wonka Nerds candy	✓				✓				None		✓	290	1	3.1%	550	36	49.7%	36	49.7			
Extra Cheesy Pizza	With juice	1 Kraft cheese blend, pizza crusts, pizza sauce, Capri-Sun Pacific Cooler, Airheads Candy	✓				✓				Calcium, Vitamin C		✓	380	4.5	10.7%	620	27	28.4%	25	26.3			
Ham and American Cracker Stackers	With juice	1 Oscar Mayer lean ham, Kraft american cheese, crackers, Capri-Sun Roarin' Waters, Butterfinger	✓				✓				Calcium, Vitamin C		✓	330	6	16.4%	560	21	25.5%	19	23.0			
Ham and Cheddar Lower Fat Cracker Stackers	With juice	1 Oscar Mayer lean ham, Kraft reduced fat cheddar, crackers, Capri-Sun Fruit Punch, JELL-O fat free chocolate pudding snack	✓				✓				Calcium, Vitamin A, Vitamin C		✓	310	3.5	10.2%	680	30	38.7%	28	36.1			

TABLE B1. NUTRITIONAL QUALITY OF INDIVIDUAL LUNCHABLES VARIETIES (CONTINUED)

Variety name	Lunchables category	Product contents	Standard applied						Sugary drink		Candy		Nutritional components		Calories (kcal)	Saturated fat		Sodium (mg)	Total sugar		Added sugar estimate		Met nutrition standards	
			CFBAI 2013			CFBAI 2014			Meal	Components to encourage	> 10% daily value	Candy	Sugary drink	Calories (kcal)		(g)	(% kcal)		(g)	(% kcal)	(g)	(% kcal)	CFBAI 2012/2013	CFBAI 2014
			Snack	Main dish/meal	Snack (large)	Main dishes and entrees	Snack (large)	Main dishes and entrees																
Light Bologna and American Cracker Combos	With juice	1 Oscar Mayer light bologna, Kraft American cheese, crackers, Capri-Sun Roarin' Waters, Kit-Kat	✓	✓	✓	✓	✓	✓	✓	Calcium, Iron	✓	300	7	21.0%	510	19	25.3%	17	22.7					
Nacho Cheese Dip and Salsa	With juice	1 nacho cheese dip, salsa, tortilla chips, Capri-Sun Fruit Punch, Kit-Kat	✓	✓	✓	✓	✓	1 serving whole grain	✓	Calcium, Vitamin C	✓	510	6	10.6%	860	26	20.4%	26	20.4					
Pizza with Pepperoni	With juice	1 Pizza (Pizza crusts, pizza sauce, Kraft mozzarella, pepperoni), Capri-Sun Fruit Punch, Nestle Crunch	✓	✓	✓	✓	✓	1 serving whole grain	✓	Calcium, Vitamin C	✓	420	7	15.0%	730	27	25.7%	25	23.8					
Turkey and American Cracker Stackers	With juice	1 Oscar Mayer lean turkey, Kraft American cheese, crackers, Capri-Sun Pacific Cooler, Reese's Peanut Butter Cup	✓	✓	✓	✓	✓		✓	Calcium, Vitamin C	✓	330	6	16.4%	550	27	32.7%	25	30.3					
Turkey and Cheddar Cracker Stackers	With juice	1 Oscar Mayer lean turkey, Kraft cheddar, crackers, Capri-Sun Pacific Cooler, Skittles	✓	✓	✓	✓	✓		✓	Calcium	✓	320	5	14.1%	500	31	38.8%	29	36.3					
Turkey and Cheddar Lower Fat Cracker Stackers	With juice	1 Oscar Mayer lean turkey, Kraft reduced fat cheddar, crackers, Capri-Sun Fruit Punch, Skittles	✓	✓	✓	✓	✓		✓	Calcium, Vitamin A, Vitamin C	✓	310	4	11.6%	540	31	40.0%	29	37.4					

**TABLE B1. NUTRITIONAL QUALITY OF INDIVIDUAL LUNCHABLES VARIETIES (CONTINUED)**

Variety name	Lunchables category	Product contents	Standard applied						Calories (kcal)	Saturated fat		Sodium (mg)	Total sugar		Added sugar estimate		Met nutrition standards			
			CFBAI 2013		CFBAI 2014					Components to encourage	> 10% daily value		Candy	Sugary drink	(g)	(% kcal)	(g)	(% kcal)	CFBAI 2012/2013	CFBAI 2014
			Snack	Main dish/meal	Snack (large)	Main dishes and entrees	Meal													
Turkey and Mozzarella Cracker Stackers	With juice	1 Oscar Mayer lean turkey, Kraft mozzarella, crackers, Capri-Sun Fruit Punch, Reese's Peanut Butter Cup	✓	✓			✓		Calcium, Vitamin C	✓	✓		27	34.8%	25	32.3				
Extra Cheesy Pizza	Without drink	4 pizza crusts, pizza sauce, Kraft cheese blend	✓			✓		1 serving whole grain	Calcium, Vitamin A, Vitamin C			570	6	8.9%	4	5.9				
Ham and Cheddar With Crackers	Without drink	4 Oscar Mayer lean ham pieces, Kraft cheddar, crackers	✓			✓			Calcium, Vitamin C			680	5	7.7%	3	4.6				
Ham and Swiss With Crackers	Without drink	4 Oscar Mayer lean ham pieces, Kraft swiss, crackers	✓			✓			Calcium, Vitamin C			720	5	7.7%	3	4.6				
Nachos, Cheese Dip and Salsa	Without drink	4 tortilla chips, Kraft nacho cheese dip, salsa	✓			✓		1 serving whole grain	Calcium, Vitamin A, Vitamin C			840	4	9.7%	3	3.2				
Pizza with Pepperoni	Without drink	4 pizza crusts, pizza sauce, Kraft mozzarella, pepperoni	✓			✓		1 serving whole grain	Calcium, Vitamin C			700	5	6.7%	3	4.0				



TABLE B1. NUTRITIONAL QUALITY OF INDIVIDUAL LUNCHABLES VARIETIES (CONTINUED)

Variety name	Lunchables category	Product contents	Standard applied						Calories (kcal)	Saturated fat		Sodium		Total sugar		Added sugar estimate		Met nutrition standard			
			CFBAI 2013		CFBAI 2014					Components to encourage	> 10% daily value	Candy	Sugary drink	(g)	(% kcal)	(g)	(% kcal)	(g)	(% kcal)	CFBAI 2012/2013	CFBAI 2014
			Snack	Main dish/meal	Snack (large)	Main dishes and entrees	Meal														
Turkey and Cheddar With Crackers	Without drink	4 Oscar Mayer lean turkey, Kraft cheddar, crackers	✓	✓		✓		Calcium				6	21.6%	650	5	8.0%	3	4.8			
Chicken Dunks	Without drink (with cookies)	5 Oscar Mayer breaded chicken, ketchup, Double Stuff Oreo cookies	✓				✓	None				3	9.3%	570	21	29.0%	21	29.0			
Ham and American Cracker Stackers	Without drink (with cookies)	5 Oscar Mayer lean ham pieces, Kraft american cheese, crackers, Double Stuff Oreo cookies	✓				✓	Calcium, Vitamin C, Iron				6	16.4%	600	17	20.6%	15	18.2			
Ham and Cheddar Cracker Stackers	Without drink (with cookies)	5 Oscar Mayer lean ham pieces, Kraft cheddar, crackers, vanilla Crème Cookies	✓				✓	Calcium, Iron				7	18.0%	630	13	14.9%	11	12.6			
Light Bologna and American Cracker Stackers	Without drink (with cookies)	5 Oscar Mayer light bologna pieces, Kraft american cheese, crackers, Chips Ahoy! chocolate chip cookies	✓				✓	Calcium, Iron				7	19.7%	560	11	13.8%	9	11.3			

TABLE B1. NUTRITIONAL QUALITY OF INDIVIDUAL LUNCHABLES VARIETIES (CONTINUED)

Variety name	Lunchables category	Product contents	Standard applied				Components to encourage	Nutritional components			Calories (kcal)	Saturated fat		Sodium (mg)	Total sugar		Added sugar estimate		Met nutrition standards	
			CFBAI 2013		CFBAI 2014			> 10% daily value	Candy	Sugary drink		(g)	(% kcal)		(g)	(% kcal)	CFBAI 2012/2013	CFBAI 2014		
			Snack	Main dish/meal	Snack (large)	Main dishes and entrees													Meal	
Turkey and American Cracker Stackers	Without drink (with cookies)	5 Oscar Mayer lean turkey pieces, Kraft american cheese, crackers, Double Stuff Oreo cookies	✓			✓		Calcium, Iron				6	16.9%	570	17	21.3%	15	18.8		
6-piece Chicken Dunks	UPLOADED	Oscar Mayer breaded chicken, Kraft ranch dipping sauce, Kraft BBQ sauce, Pringles Snack Stacker potato crisps, Hershey's Kisses, Koolaid Singles, water	✓			✓		Calcium, Vitamin C	✓		400	5	11.3%	810	22	22.0%	22	22.0		
6-inch Ham and American Sub Sandwich	UPLOADED	Oscar Mayer lean ham, Kraft american cheese, Kraft fat-free mayo, Pringles Snack sub bun, Pringles Snack Stacker potato crisps, Hershey's Kisses, Kool-Aid Singles, water	✓			✓		Calcium, Vitamin C, Iron	✓		450	7	14.0%	660	16	14.2%	14	12.4		
6-inch Turkey and Ham Sub Sandwich	UPLOADED	Oscar Mayer lean turkey, Oscar Mayer lean ham, Kraft american cheese, Kraft fat-free mayo, sandwich bread, Cheese-It crackers, Rice Krispies Treat, Kool-Aid Singles, water	✓			✓		Calcium, Vitamin C, Iron	✓		500	5	9.0%	810	19	15.2%	17	13.6		
6-inch Turkey and Cheddar Sub Sandwich	UPLOADED	Oscar Mayer lean turkey, Kraft cheddar, Kraft fat free mayo, sub bun, Pringles Snack Stacker potato crisps, Hershey's Kisses, Kool-Aid Singles, water	✓			✓		Calcium, Vitamin C, Iron	✓		440	7	14.3%	660	16	14.5%	14	12.7		

TABLE B1. NUTRITIONAL QUALITY OF INDIVIDUAL LUNCHABLES VARIETIES (CONTINUED)

Variety name	Lunchables category	Product contents	Standard applied								Total sugar		Added sugar estimate		Met nutrition standards										
			CFBAI 2013		CFBAI 2014				Nutritional components				Sodium (mg)	Total sugar (g)	Total sugar (% kcal)	Added sugar (g)	Added sugar (% kcal)	CFBAI 2012/2013	CFBAI 2014						
			Snack	Main dish/meal	Snack (large)	Main dishes and entrees	Meal	Components to encourage	> 10% daily value	Candy	Sugary drink	Calories (kcal)								Saturated fat (g)	Saturated fat (% kcal)				
Chicken Soft Tacos	UPLOADED	Oscar Mayer chicken, Kraft cheese blend, soft tortillas, salsa, Cheese-It crackers, Oreo cookies, water, Kool-Aid singles	✓	✓				✓				Calcium, Vitamin C, Iron			✓	460	6	11.7%	880	24	20.9%	22	19.1		
Nachos Grande Cheese Dip and Salsa	UPLOADED	Kraft nacho cheese, Kraft salsa, tortilla chips, water, Kool-Aid singles, Betty Crocker Fruit by the Foot	✓					✓				Calcium, Vitamin C			✓	360	3.5	8.8%	650	13	14.4%	13	14.4		
Ultimate Deep Dish Pepperoni Pizza	UPLOADED	Pizza (deep dish pizza crust, pizza sauce, Kraft cheese blend, pepperoni, Cheese-It crackers, Betty Crocker Fruit Roll-Ups, Koolaid singles, water	✓					✓			1 serving whole grain	Calcium, Vitamin C, Iron			✓	400	5	11.3%	750	17	17.0%	17	17.0		
American and Oreos Cookies	Snack duos	3 Kraft american cheese, Mini Ritz crackers, Mini Oreos cookies	✓									Calcium				210	4.5	19.3%	310	10	19.0%	8	15.2		
Ham and Cheddar	Snack duos	3 Oscar Mayer lean ham pieces, Kraft cheddar, Mini Ritz crackers	✓									Calcium, Vitamin C				150	4	24.0%	380	3	8.0%	1	2.7		
Mozzarella and Chips Ahoy!	Snack duos	3 Kraft mozzarella, Mini Ritz crackers, Mini Chips Ahoy! cookies	✓									Calcium				210	4	17.1%	320	7	13.3%	5	9.5		

TABLE B1. NUTRITIONAL QUALITY OF INDIVIDUAL LUNCHABLES VARIETIES (CONTINUED)

Variety name	Lunchables category	Product contents	Standard applied						Calories (kcal)	Saturated fat		Sodium (mg)	Total sugar		Added sugar estimate		Met nutrition standards	
			CFBAI 2013			CFBAI 2014				(g)	(% kcal)		(g)	(% kcal)	(g)	(% kcal)	CFBAI	CFBAI 2014
			Snack	Main dish/meal	Snack (large)	Main dishes and entrees	Meal	Components to encourage										
Smores Dippers	Snack duos	3 honey graham sticks, marshmallow creme, milk chocolate chips	✓		✓					3	10.8%	115	35	56.0%	35	56.0		
Tortilla Chips, Salsa and Mini Oreo Cookies	Snack duos	3 whole grain tortilla chips, salsa, Mini Oreo cookies	✓		✓					2	9.0%	350	8	16.0%	8	16.0		
Turkey and Mozzarella	Snack duos	3 Oscar Mayer lean turkey pieces, Kraft mozzarella, Mini Ritz crackers	✓		✓					3	20.8%	400	2	6.2%	0	0.0		

**TABLE B2. VARIETIES STOCKED IN SUPERMARKETS BY SHELF LOCATION**

Variety name	Lunchables category	CFBAI-approved	Stores stocking variety		Stores with variety stocked on:					
			# of stores	% of stores	Bottom shelves		Middle shelves		Top shelves	
					# of stores	% of variety	# of stores	% of variety	# of stores	% of variety
Chicken Strips	With smoothie	✓	37	74%	9	23%	20	51%	10	26%
Deep Dish Pepperoni Pizza	With smoothie	✓	38	76%	12	30%	16	40%	12	30%
Turkey and Cheddar Sub Sandwich	With smoothie	✓	35	70%	7	18%	21	53%	12	30%
Ham and American Flatbread	With fruit	✓	37	74%	7	26%	14	52%	6	22%
Turkey and Cheddar Flatbread	With fruit	✓	28	56%	8	25%	14	44%	10	31%
Peanut Butter and Jelly Flatbread	With fruit		27	54%	8	29%	10	36%	10	36%
BBQ Chicken Shake-ups	With juice		24	48%	5	20%	20	80%	0	0%
Chicken Dunks	With juice		38	76%	11	29%	24	63%	3	8%
Extra Cheesy Pizza	With juice		39	78%	10	25%	26	65%	4	10%
Ham and American Cracker Stackers	With juice		39	78%	11	26%	26	62%	5	12%
Ham and Cheddar Lower Fat Cracker Stackers	With juice		25	50%	6	23%	16	62%	4	15%
Light Bologna and American Cracker Combos	With juice		25	50%	6	23%	16	62%	4	15%
Nacho Cheese Dip and Salsa	With juice		42	84%	11	24%	23	50%	12	26%
Pizza with Pepperoni	With juice		44	88%	11	24%	31	69%	3	7%
Turkey and American Cracker Stackers	With juice		47	94%	10	20%	32	64%	8	16%
Turkey and Cheddar Cracker Stackers	With juice		32	64%	9	24%	23	62%	5	14%
Turkey and Cheddar Lower Fat Cracker Stackers	With juice		22	44%	6	25%	18	75%	0	0%
Turkey and Mozzarella Cracker Stackers	With juice		5	10%	1	17%	4	67%	1	17%
Extra Cheesy Pizza	Without drink		40	80%	19	45%	14	33%	9	21%
Ham and Cheddar With Crackers	Without drink		32	64%	20	51%	9	23%	10	26%
Ham and Swiss With Crackers	Without drink		24	48%	13	50%	6	23%	7	27%
Nachos, Cheese Dip and Salsa	Without drink		42	84%	18	39%	18	39%	10	22%

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**TABLE B2. VARIETIES STOCKED IN SUPERMARKETS BY SHELF LOCATION (CONTINUED)**

Variety name	Lunchables category	CFBAI-approved	Stores stocking variety		Stores with variety stocked on:					
			# of stores	% of stores	Bottom shelves		Middle shelves		Top shelves	
					# of stores	% of variety	# of stores	% of variety	# of stores	% of variety
Pizza with Pepperoni	Without drink		42	84%	21	46%	16	35%	9	20%
Turkey and Cheddar With Crackers	Without drink		40	80%	17	39%	10	23%	17	39%
Chicken Dunks	Without drink (with cookies)		35	70%	15	39%	8	21%	15	39%
Ham and American Cracker Stackers	Without drink (with cookies)		22	44%	13	57%	5	22%	5	22%
Ham and Cheddar Cracker Stackers	Without drink (with cookies)		17	34%	9	56%	2	13%	5	31%
Light Bologna and American Cracker Stackers	Without drink (with cookies)		36	72%	18	51%	7	20%	10	29%
Turkey and American Cracker Stackers	Without drink (with cookies)		44	88%	25	52%	10	21%	13	27%
6-piece Chicken Dunks	UPLOADED		35	70%	12	34%	22	63%	1	3%
6-inch Ham and American Sub Sandwich	UPLOADED		32	64%	8	23%	23	66%	4	11%
6-inch Turkey and Ham Sub Sandwich	UPLOADED		14	28%	10	42%	12	50%	2	8%
6-inch Turkey and Cheddar Sub Sandwich	UPLOADED		32	64%	13	41%	15	47%	4	13%
Chicken Soft Tacos	UPLOADED		36	72%	14	38%	20	54%	3	8%
Nachos Grande Cheese Dip and Salsa	UPLOADED		33	66%	10	29%	23	66%	2	6%
Ultimate Deep Dish Pepperoni Pizza	UPLOADED		41	82%	14	32%	26	59%	4	9%
American and Oreos Cookies	Snack duos		16	32%	8	50%	7	44%	1	6%
Ham and Cheddar	Snack duos		28	56%	12	43%	7	25%	9	32%
Mozzarella and Chips Ahoy!	Snack duos		12	24%	3	23%	7	54%	3	23%
Smores Dippers	Snack duos		12	24%	2	17%	6	50%	4	33%
Tortilla Chips, Salsa and Mini Oreo Cookies	Snack duos		21	42%	16	70%	6	26%	1	4%
Turkey and Mozzarella	Snack duos		31	62%	14	44%	11	34%	7	22%



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