

PepsiCo Global Nutrition Criteria for Advertising to Children

Nov 2015

Application: These criteria apply only to snacks and sweet (hot or cold) breakfast cereals. The calorie restriction does not apply to breakfast cereals. Beverages continue to be governed by ICBA Guidelines

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

¹Snacks include potato chips, crisps, corn chips, popcorn, biscuits, crackers, bread snacks, muesli bars, grain-based bars, cookies, cakes, muffins, trail mix, nuts, seeds, nut clusters, nut/seed bars.

²Reference Quantities have been established for different product types eg 30g crisps, 30g nuts, 30g nut bars, 40g trail mix, 40g grain-based and fruit bars, 30g ready-to-eat breakfast cereal.

³Food Group to Encourage = Fruit, Vegetables, Whole Grains, Low Fat Milk Products, Nuts/Legumes. Minimum quantities of these food groups have been established.

4. A product that has been scientifically formulated to address the specific nutritional needs of a vulnerable population sub-group may be given special consideration after detailed internal review.