



Summary of Canadian Children's Food & Beverage Advertising Initiative Participants' Definitions of Advertising Directed Primarily to Children Under 12 Years of Age

Company	Threshold Audience %	Status
Campbell Company of Canada	35% or more of audience	Advertise approved products only
Coca-Cola Ltd.	35% or more of audience	No advertising
Danone Inc.	35% or more of audience	Advertise approved products only
Ferrero Canada Ltd	30% or more of audience	No advertising
General Mills Canada Corporation	35% or more of audience	Advertise approved products only
Hershey Canada Inc.	30% or more of audience	No advertising
Kellogg Canada Inc.	35% or more of audience	Advertise approved products only
Kraft Canada Inc.	35% or more of audience	Advertise approved products only
Maple Leaf Foods Inc.	35% or more of audience	No advertising
Mars Canada Inc.	25% or more of audience	No advertising
McDonald's Restaurants of Canada Limited	35% or more of audience	Advertise approved products only
Mondelēz Canada	35% or more of audience	Advertise approved products only
Nestlé Canada Inc.	35% or more of audience	No advertising
Parmalat Canada Inc.	35% or more of audience	Advertise approved products only
PepsiCo Canada ULC	35% or more of audience	No advertising
Unilever Canada Inc.	35% or more of audience	No advertising

Further information about the Children's Advertising Initiative, as well as details of the Participants' Commitments is available at: www.adstandards.ca/childrensinitiative

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