



**Children's Food and Beverage Advertising Initiative
Kellogg Canada Inc.**

Kellogg Canada Inc. ("Kellogg") has a long heritage of health, wellness and nutrition. We also have a longstanding, demonstrated commitment to responsible marketing to children as reflected in our own Worldwide Marketing & Communication Guidelines, our active participation in the Canadian self-regulatory program and other voluntary marketing initiatives. As an example of such initiative, Kellogg is also very proud to have played an active and contributing role to the creation and ongoing existence of Companies Committed to Kids (CCK).¹ As such we remain first and foremost committed to meeting our consumers' changing needs.

Kellogg is pleased to be one of the founding participants in the Canadian Children's Food and Beverage Advertising Initiative ("CAI"). We recognize that food companies can play an important role in shifting the mix of products advertised to children to reflect better-for-you options. We are dedicated to this important effort and to the goals and objectives of the CAI.

This document was first issued in January 2008 following the April 2007 announcement of the Canadian CAI administered by Advertising Standards of Canada (ASC) the industry's self regulatory body. Since that time the CAI has made a number of enhancements to its Core Principles to reflect the progress of the CAI since its inception. We are pleased to enhance Kellogg Canada Commitment and to demonstrate our continued responsibility to marketing to children.

EFFECTIVE DATE

All enhanced commitments in this Pledge are effective as of January 1, 2016.

A. Identifying Information

The corporate name and address of the Participant:

Kellogg Canada Inc., 5350 Creebank Rd. Mississauga, Ontario L4W 5S1

The name and contact information of individual(s) responsible for overall implementation of the Commitment:

Christine Jakovcic

Vice President, Marketing
Kellogg Canada Inc.
5350 Creebank Rd.
Mississauga, Ontario L4W 5S1
Telephone: 905-290-5200

Susan Gatchell

Associate Director, Nutrition
Kellogg Canada Inc.
5350 Creebank Rd.
Mississauga, Ontario L4W 5S1
Telephone: 905-290-5200

¹ Established in 1990, Companies Committed to Kids (formerly Concerned Children's Advertisers) works to support and contribute to the establishment of the highest standards and codes of conduct for responsible advertising to children.



The name of the specific entity or entities covered by the Commitment: Kellogg Canada Inc.

The name of each product line that is covered by the Commitment: Ready-to-eat cereals; cereal bars; and frozen breakfast products

B. Core Principles

1. Kellogg intends to comply with the Advertising Messaging principle (i.e., the mix of product advertising including healthy dietary choices and advertising including healthy lifestyles messages) as follows:

- a. Kellogg will continue its practice of not advertising to children under the age of 6 years old. (i.e., where audience composition is 35% or more children under 6 years old or where audience composition data is not available; the advertising is directed to an audience comprised primarily of children under 6 years of age). This restriction also applies to promotions, premiums and items intended primarily for children under 6 years.
- b. Kellogg will only advertise foods that meet the Canadian Children's Food and Beverage Initiative's category-specific uniform nutrition criteria ("Uniform Nutrition Criteria") set out in the "Uniform Nutrition Criteria White Paper" in the following media:
 - i. TV, print, radio, out of home or Internet (including company-owned sites, micro-sites and third-party internet media), directed primarily to children under 12 years of age.
 - a. For TV advertising, we only advertise foods that meet the Uniform Nutrition Criteria on children's programming, defined as any show that has a projected audience at the time media is purchased of 35% or more children under 12 years old during any airing of that show. In addition, on shows that have a projected audience at the time the media is planned of 35% children under 12, we will only advertise foods that meet the Uniform Nutrition Criteria on shows which, after review of facts and circumstances surrounding the show, we determine are specifically targeted to, or are designed specifically to appeal primarily to, children under 12.
 - b. Radio or non-Kellogg/third-party internet media will be considered "directed primarily to children under 12" if the projected audience at the time of media planning is 35% or more children under 12 years old.
 - c. For print media, we will only advertise products that meet the Uniform Nutrition Criteria in publications that are specifically designed to appeal to, or which are targeted primarily to, children under 12.
 - d. For Company-owned websites or micro-sites, we will only advertise products that meet the Uniform Nutrition Criteria on sites which have a projected audience of 35% or more children under 12.
 - ii. Video and/or Computer Games that are rated "Early Childhood" or "EC," which are inherently primarily direct to children under 12, or other games that are age-graded on the label or packaging as being primarily directed to children under 12.



- iii. DVDs of movies that are rated “G,” whose content is primarily directed to children under 12, or other DVDs whose content is primarily directed to children under 12.
- iv. Mobile media such as cell phones, smart phones, tablets, other personal digital devices and through word of mouth where advertising on those media is primarily directed to children under 12.

2. Description of how the Participant intends to comply with the percentage requirement of the CAI’s Advertising Core Principle

- a. Subject to the above definitions of advertising to children under 12, Kellogg will only advertise products that comply with the Uniform Nutrition Criteria in TV, print, radio or third-party internet media directed primarily to children under 12 as specified above.
- b. **Compliance Data.** For television advertising, we will demonstrate compliance with our commitment by providing ASC reliable third-party impressions data relative to the programs in which we advertise. We will also provide reliable third-party impressions data relative to third-party internet and radio advertising. We have identified for ASC the specific publications, to be updated for any additions or changes, in which we commit to not place ads.

3. Licenced Characters, Celebrities and Movie Tie-Ins. Kellogg intends to comply with the CAI’s Use of Licenced Characters, Celebrities and Movie Tie-Ins Core Principle as follows: Kellogg will not use third-party licensed characters, celebrities (including athletes) or movie tie-ins in advertisements on mass media, or on Kellogg websites, directed primarily to children under 12 in connection with foods that do not meet the Uniform Nutrition Criteria.²

4. Product Placement. Kellogg intends to comply with the CAI’s Product Placement Core Principle by continuing its existing practice of not paying for or seeking out promotional product placement (i.e., embedding our products within program/editorial content, as distinguished from sponsorship of programming) for our products in any medium directed primarily to children under 12.

5. Interactive Games.³ Kellogg will comply with the Use of Products in Interactive Games Core Principle in two ways. First, we will take steps to limit access by children under 12 to Kellogg websites for only those brands that meet the Uniform Nutrition Criteria, using age screening and/or parental consent. Second, on all Kellogg websites or website pages that contain copy or content designed to appeal to, or which is targeted primarily to kids under 12 (e.g., interactive games and other interactive activities provided for free or at a nominal charge) we will (i) include an automatic use break feature that kicks in after 15 minutes of

² Per the CAI’s Core Principles, this limitation does not apply to the use of company-owned characters. Also per the CAI’s Core Principles, licenced character, celebrities and movie tie-in use on packaging is beyond the scope of the CAI. Nonetheless, Kellogg has made additional marketing commitments outside of the CAI regarding, among other things, limitations on the use of licenced characters, celebrities and movie tie-ins on products that do not meet the Uniform Nutrition Criteria, with respect to both food forms and use in child-directed marketing on the front-panels of our packaging. Our additional commitments in this area, and in other areas of child-directed marketing also beyond the scope of the Initiative terms, were announced on June 14, 2007.

³ Interactive Games include games provided free or for a nominal charge in whatever format, including online, disk or cartridge, where the products are incorporate into the game.



screeentime; (ii) include healthy lifestyle messaging (i.e., energy balance, activity, nutrition); (iii) not place on these websites clips or downloads of commercials run in mass media that are not allowed to be directed in mass media to children under 12 under our commitments above; and (iv) where products (i.e., foods, brand logos, packaging) are themselves integrated into an online interactive activity (including downloads, wallpapers and games), we will only depict those products which meet the Uniform Nutrition Criteria in those types of activities.⁴

6. Schools. Kellogg will implement the CAI's Advertising in Schools Core Principle by continuing its practice of not advertising directly to children in elementary schools, pre-K through 8th grade, subject to the exceptions identified in the CAI's Core Principles.

C. Supporting Data

The products that comply with the Uniform Nutrition Criteria and that are advertised to children are listed in Exhibit A.

Again, Kellogg is proud to be part of this important Initiative and is committed to both its success and its contributions. Kellogg is committed to improving the nutrient content of its product on an on-going basis to provide consumers with a wide range of healthy, better for you options.

⁴ This exception does not apply to depictions of Kellogg equity character that are themselves based on the food form.



EXHIBIT A

**Froot Loops*
Cereal**

Nutrition Facts		
Serving 3/4 cup (27 g)		
Amount per serving	Cereal	With 1/2 Cup 1% Milk
Calories	100	160
% Daily Value		
Fat 1 g†	2 %	3 %
Saturated 0.5 g + Trans 0 g	2 %	4 %
Cholesterol 0 mg	0 %	2 %
Sodium 105 mg	4 %	7 %
Potassium 40 mg	1 %	7 %
Carbohydrate 24 g	8 %	10 %
Fibre 2 g	8 %	8 %
Sugars 10 g		
Protein 1 g		
Vitamin A	0 %	8 %
Vitamin C	0 %	0 %
Calcium	0 %	15 %
Iron	25 %	25 %
Vitamin D	20 %	45 %
Thiamine	40 %	45 %
Niacin	6 %	10 %
Vitamin B₆	10 %	10 %
Folate	8 %	10 %
Pantothenate	6 %	15 %
Zinc	10 %	15 %

† Amount in cereal.

INGREDIENTS:
SUGAR, WHOLE GRAIN CORN FLOUR, WHEAT FLOUR, WHOLE GRAIN OAT FLOUR, OAT HULL FIBRE, CORN BRAN, MODIFIED POTATO STARCH, HYDROGENATED COCONUT AND VEGETABLE OIL, COLOUR, SALT, NATURAL FLAVOUR, BHT,
VITAMINS AND MINERALS: IRON, NIACINAMIDE, ZINC OXIDE, THIAMINE HYDROCHLORIDE, d-CALCIUM PANTOTHENATE, CHOLECALCIFEROL (VITAMIN D3), PYRIDOXINE HYDROCHLORIDE, FOLIC ACID.
CONTAINS WHEAT AND OAT INGREDIENTS. MAY CONTAIN SOY.

**Kellogg's Frosted Flakes*
Cereal**

Nutrition Facts		
Serving 3/4 cup (28 g)		
Amount per serving	Cereal	With 1/2 Cup 1% Milk
Calories	100	160
% Daily Value		
Fat 0 g†	0 %	2 %
Saturated 0 g + Trans 0 g	0 %	2 %
Cholesterol 0 mg	0 %	2 %
Sodium 130 mg	5 %	8 %
Potassium 35 mg	1 %	7 %
Carbohydrate 25 g	8 %	10 %
Fibre 0 g	0 %	0 %
Sugars 10 g		
Protein 2 g		
Vitamin A	2 %	10 %
Vitamin C	0 %	0 %
Calcium	0 %	15 %
Iron	20 %	20 %
Vitamin D	20 %	45 %
Thiamine	35 %	40 %
Riboflavin	45 %	60 %
Niacin	6 %	10 %
Vitamin B₆	6 %	10 %
Folate	6 %	8 %
Pantothenate	6 %	10 %

† Amount in cereal.

INGREDIENTS:
MILLED CORN, SUGAR, CORN AND BARLEY MALT EXTRACT, SALT, COLOUR, BHT,
VITAMINS AND MINERALS: IRON, NIACINAMIDE, THIAMINE HYDROCHLORIDE, CHOLECALCIFEROL (VITAMIN D3), d-CALCIUM PANTOTHENATE, PYRIDOXINE HYDROCHLORIDE, FOLIC ACID.
CONTAINS BARLEY INGREDIENTS.
CONTAINS WHEAT AND OAT INGREDIENTS. MAY CONTAIN SOY.

**Rice Krispies*
Cereal**

Nutrition Facts		
Serving 1 cup (28 g)		
Amount per serving	Cereal	With 1/2 Cup 1% Milk
Calories	110	160
% Daily Value / % valeur quotidienne		
Fat / Lipides 0 g†	0 %	2 %
Saturated / saturés 0 g + Trans / trans 0 g	0 %	2 %
Cholesterol / Cholestérol 0 mg	0 %	2 %
Sodium / Sodium 190 mg	8 %	10 %
Potassium / Potassium 25 mg	1 %	6 %
Carbohydrate / Glucides 25 g	8 %	10 %
Fibre / Fibres 0 g	0 %	0 %
Sugars / Sucres 3 g		
Protein / Protéines 2 g		
Vitamin A / Vitamine A	0 %	8 %
Vitamin C / Vitamine C	0 %	0 %
Calcium / Calcium	0 %	15 %
Iron / Fer	25 %	25 %
Vitamin D / Vitamine D	20 %	45 %
Thiamine / Thiamine	45 %	45 %
Niacin / Niacine	8 %	10 %
Vitamin B₆ / Vitamine B₆	10 %	10 %
Folate / Folate	8 %	10 %
Pantothenate / Pantothénate	6 %	15 %
Manganese / Manganèse	15 %	15 %

† Amount in cereal / Dans les céréales.

INGREDIENTS / INGRÉDIENTS :
RICE, SUGAR, SALT, MALT (CORN AND BARLEY MALT EXTRACT), BHT,
VITAMINS AND MINERALS: IRON, NIACINAMIDE, THIAMINE HYDROCHLORIDE, CHOLECALCIFEROL (VITAMIN D3), PYRIDOXINE HYDROCHLORIDE, d-CALCIUM PANTOTHENATE, FOLIC ACID.
CONTAINS BARLEY INGREDIENTS.
RIZ, SUCRE, SEL, MALT (EXTRAIT DE MAÏS ET D'ORGE MALTÉE), BHT,
VITAMINES ET MINÉRAUX : FER, NIACINAMIDE, CHLORHYDRATE DE THIAMINE, CHOLECALCIFEROL (VITAMINE D3), CHLORHYDRATE DE PYRIDOXINE, d-PANTOTHÉNATE DE CALCIUM, ACIDE FOLIQUE.
CONTIENT DES INGRÉDIENTS DE L'ORGE.



Eggo* Original Waffles

Nutrition Facts	
Valeur nutritive	
Per 2 waffles (70 g) pour 2 gaufres (70 g)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 180	
Fat / Lipides 6 g	9 %
Saturated / saturés 1.5 g + Trans / trans 0 g	9 %
Cholesterol / Cholestérol 15 mg	5 %
Sodium / Sodium 360 mg	15 %
Potassium / Potassium 60 mg	2 %
Carbohydrate / Glucides 28 g	9 %
Fibre / Fibres 1 g	4 %
Sugars / Sucres 2 g	
Protein / Protéines 5 g	
Vitamin A / Vitamine A	0 %
Vitamin C / Vitamine C	0 %
Calcium / Calcium	4 %
Iron / Fer	15 %
Thiamine / Thiamine	20 %
Riboflavin / Riboflavine	10 %
Niacin / Niacine	15 %
Folate / Folate	30 %
Phosphorus / Phosphore	20 %
Manganese / Manganèse	10 %

Eggo Minis* Original Waffles

Nutrition Facts	
Valeur nutritive	
Per 8 mini waffles (62 g) pour 8 gaufres minis (62 g)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 170	
Fat / Lipides 6 g	9 %
Saturated / saturés 1.5 g + Trans / trans 0 g	8 %
Cholesterol / Cholestérol 15 mg	5 %
Sodium / Sodium 360 mg	15 %
Potassium / Potassium 55 mg	2 %
Carbohydrate / Glucides 25 g	8 %
Fibre / Fibres 1 g	4 %
Sugars / Sucres 2 g	
Protein / Protéines 4 g	
Vitamin A / Vitamine A	0 %
Vitamin C / Vitamine C	0 %
Calcium / Calcium	4 %
Iron / Fer	10 %
Thiamine / Thiamine	20 %
Riboflavin / Riboflavine	10 %
Niacin / Niacine	10 %
Folate / Folate	25 %
Phosphorus / Phosphore	20 %
Manganese / Manganèse	10 %

INGREDIENTS / INGRÉDIENTS :

WATER, WHEAT FLOUR, SOYBEAN AND PALM OIL SHORTENING, WHOLE EGG, SUGAR, BAKING POWDER, SALT, HYDROGENATED SOYBEAN OIL, MODIFIED MILK INGREDIENTS, SOY LECITHIN, COLOUR.

CONTAINS WHEAT, EGG, MILK AND SOY INGREDIENTS.

EAU, FARINE DE BLÉ, SHORTENING D'HUILES DE SOYA ET DE PALME, OEUF ENTIER, SUCRE, LEVURE ARTIFICIELLE, SEL, HUILE DE SOYA HYDROGÉNÉE, SUBSTANCES LAITIÈRES MODIFIÉES, LÉCITHINE DE SOYA, COLORANT.

CONTIENT DES INGRÉDIENTS DU BLÉ, DE L'OEUF, DU LAIT ET DU SOYA.

INGREDIENTS / INGRÉDIENTS :

WATER, WHEAT FLOUR, SOYBEAN AND PALM OIL SHORTENING, BAKING POWDER, SUGAR, WHOLE EGG, SALT, HYDROGENATED SOYBEAN OIL, MODIFIED MILK INGREDIENTS, SOY LECITHIN, COLOUR.

CONTAINS WHEAT, EGG, MILK AND SOY INGREDIENTS.

EAU, FARINE DE BLÉ, SHORTENING D'HUILES DE SOYA ET DE PALME, LEVURE ARTIFICIELLE, SUCRE, OEUF ENTIER, SEL, HUILE DE SOYA HYDROGÉNÉE, SUBSTANCES LAITIÈRES MODIFIÉES, LÉCITHINE DE SOYA, COLORANT.

CONTIENT DES INGRÉDIENTS DU BLÉ, DE L'OEUF, DU LAIT ET DU SOYA.



Rice Krispies Squares* Bars Original

**Nutrition Facts
Valeur nutritive**

Per 1 bar (22 g)
pour 1 barre (22 g)

Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 90	
Fat / Lipides 2.5 g	4 %
Saturated / saturés 0.5 g + Trans / trans 0 g	3 %
Cholesterol / Cholestérol 0 mg	0 %
Sodium / Sodium 105 mg	4 %
Potassium / Potassium 5 mg	0 %
Carbohydrate / Glucides 17 g	6 %
Fibre / Fibres 0 g	0 %
Sugars / Sucres 8 g	
Protein / Protéines 1 g	
Vitamin A / Vitamine A	0 %
Vitamin C / Vitamine C	0 %
Calcium / Calcium	0 %
Iron / Fer	4 %
Riboflavin / Riboflavine	6 %
Niacin / Niacine	6 %
Folate / Folate	10 %

INGREDIENTS: CEREAL (RICE, SUGAR, SALT, MALT (CORN FLOUR, MALTED BARLEY), MONOGLYCERIDES, VITAMINS [NIACINAMIDE, FOLIC ACID], IRON, COLOUR), MARSHMALLOW (CORN SYRUP, SUGAR, GELATIN, NATURAL AND ARTIFICIAL FLAVOUR), FRUCTOSE, SOYBEAN AND PALM OIL SHORTENING, CORN SYRUP SOLIDS, DEXTROSE, GLYCERIN, SALT, NATURAL AND ARTIFICIAL FLAVOUR (CONTAINS MILK INGREDIENTS), ACETYLATED TARTARIC ACID ESTERS OF MONO- AND DIGLYCERIDES, VEGETABLE OIL, BHT.

CONTAINS BARLEY AND MILK INGREDIENTS.

Rice Krispies Squares* Brown Rice Bars

**Nutrition Facts
Valeur nutritive**

Per 1 bar (20 g)
pour 1 barre (20 g)

Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 80	
Fat / Lipides 2 g	3 %
Saturated / saturés 0.5 g + Trans / trans 0 g	3 %
Cholesterol / Cholestérol 0 mg	0 %
Sodium / Sodium 70 mg	3 %
Potassium / Potassium 25 mg	1 %
Carbohydrate / Glucides 15 g	5 %
Fibre / Fibres 0 g	0 %
Sugars / Sucres 6 g	
Protein / Protéines 1 g	
Vitamin A / Vitamine A	0 %
Vitamin C / Vitamine C	0 %
Calcium / Calcium	0 %
Iron / Fer	8 %
Thiamine / Thiamine	15 %
Niacin / Niacine	2 %
Vitamin B ₆ / Vitamine B ₆	2 %
Folate / Folate	2 %
Pantothenate / Pantothénate	2 %

INGREDIENTS: BROWN RICE CEREAL (WHOLE GRAIN BROWN RICE, SUGAR, SALT, IRON, VITAMINS [THIAMINE HYDROCHLORIDE, NIACINAMIDE, PYRIDOXINE HYDROCHLORIDE, FOLIC ACID, D-CALCIUM PANTOTHENATE]), CORN SYRUP, FRUCTOSE, SOYBEAN, PALM AND PALM KERNEL OIL SHORTENING, SUGAR, CORN SYRUP SOLIDS, GLYCERIN, DEXTROSE, GELATIN, NATURAL AND ARTIFICIAL FLAVOUR (MILK), SALT, ACETYLATED TARTARIC ACID ESTERS OF MONO- AND DIGLYCERIDES, ACETYLATED MONOGLYCERIDES, SOY LECITHIN, BHT.

CONTAINS MILK AND SOY INGREDIENTS.

INGRÉDIENTS : CÉRÉALES DE RIZ BRUN (RIZ BRUN ENTIER, SUCRE, SEL, FER, VITAMINES [CHLORHYDRATE DE THIAMINE, NIACINAMIDE, CHLORHYDRATE DE PYRIDOXINE, ACIDE FOLIQUE, D-PANTOTHÉNATE DE CALCIUM]), SIROP DE MAÏS, FRUCTOSE, SHORTENING D'HUILE DE SOYA, DE PALME ET DE PALMISTE, SUCRE, EXTRAIT SEC DE SIROP DE MAÏS, GLYCÉRINE, DEXTROSE, GÉLATINE, ARÔME NATUREL ET ARTIFICIEL (LAIT), SEL, ESTERS TARTRIQUES DES MONO- ET DIGLYCÉRIDES ACÉTYLÉS, MONOGLYCÉRIDES ACÉTYLÉS, LÉCITHINE DE SOYA, BHT.

CONTIENT DES INGRÉDIENTS DU LAIT ET DU SOYA.

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