



Canadian Children's Food and Beverage Advertising Initiative

Commitment of PepsiCo Canada ULC.

A. Identifying Information

PepsiCo Beverages Canada and PepsiCo Foods Canada, business units of PepsiCo Canada ULC

c/o: Claudia Calderon, Director of Marketing – Hydration Portfolio
5205 Satellite Drive, Mississauga, ON L4W 5J7
Email: claudia.calderon2@pepsico.com

PEPSICO BEVERAGES CANADA BRANDS:

Amp[®] and Amp Energy[™] Energy Drinks
Aquafina[®] Bottled Water
Aquafina[®] FlavourSplash[®] Water Beverage
Aquafina Plus+ Vitamins[™] and Aquafina Plus+ Vitamins 10 Cal[™] Enhanced Waters
Brisk[®] Beverages
Dole Sparklers[®] Real Fruit Beverages
Dole[®] Fruit Juices, Drinks and Cocktails
Gatorade Perform[®] Thirst Quenchers and Crystals
G2 Perform[™] Thirst Quenchers
Gatorade Recover[®] Shakes
Lipton[®] Iced Tea
Pure Leaf[™] Real Brewed Tea
Mountain Dew[®] Soft Drinks
Mug[®] Root Beer
Ocean Spray[®] Cocktails
O.N.E.[™] Coconut Water / Beverages
Pepsi[®] Soft Drinks
Naked[®] 100% Fruit/Vegetable Smoothies, and 100% Orange Juice
7UP[®] Soft Drinks
SoBe Energize[®] Fruit Flavoured Beverages
SoBe Smooth[™] Fruit Flavoured Beverage Black and Blue Berry Brew
Starbucks Frappuccino[®] Coffee Drink
Starbucks Doubleshot[®] Fortified Coffee Drink
Starbucks Refreshers[™] Sparkling Green Coffee Beverages
Tropicana[®] 100% Juices, Juice Blends and Drinks
Tropicana Pure Premium[®] Juices and Juice Blends
Tropicana Essentials[®] Orange Juice and Orange Juice with added Calcium and Vitamin D
Tropicana Farmstand[™] 100% Fruit and Vegetable Juices
Trop50[®] Juice Beverage with Vitamins
Tropicana[®] Tropics[®] 100% Juice & Purée Blend



PEPSICO FOODS CANADA BRANDS:

Quaker® Granola & Oatmeal Bars (including sub-brands Chewy®, Dipps®, Fibre & Omega-3, Yogurt, Trail Mix, Oatmeal to Go® and 100 Calorie)

Quaker® Oats, Instant Oatmeal, Oat Bran, Wheat Bran, Oatmeal Cups

Quaker® Cereals (including sub-brands , Harvest Crunch®, Life®, Muffets®, Squares™)

Cap'n Crunch® Cereal

Quaker® Snacks (including sub-brands Crispy Delights® Cookies, Crispy Minis® Rice and Corn Chips, Rice Cakes, Granola Crunch'ers® Bite-Size Granola Snacks, Large Rice Cakes/Corn Cakes (including Cracker Jack®))

Quaker® Mixes – Brownie, Cookie & Muffin

Aunt Jemima® Pancake/Waffle Mixes and Syrups

Cheetos® Cheese Flavoured Snacks

Chester's® Popcorn and Corn Twists

Cracker Jack® Caramel Coated Popcorn

Doritos® Tortilla Chips

Fritos® Corn Chips

Hostess® Hickory Sticks and Potato Chips

Kurkure® Snacks

Lay's® Stax® Potato Chips

Lay's® Potato Chips

Miss Vickie's® Potato Chips

Munchies® Snack Mix, Nuts and Seeds

Munchos® Potato Crisps

Rice a Roni® Rice

Rold Gold® Pretzels

Ruffles® Potato Chips and Dips

Rustler's® Meat Sticks

Smartfood® Popcorn

Stacy's® Pita Chips

SunChips® Multigrain Snacks

Tostitos® Tortilla Chips, Salsas and Dips

Spitz® Sunflower and Pumpkin Seeds

Twistos® Baked Snack Bites and Baked Snack Crackers

The PepsiCo Canada Introduction

PepsiCo Canada ULC is proud to be one of the founding participants in the Canadian Children's Food and Beverage Advertising Initiative (CCFBAI). As an industry leader in marketing and marketing practices we are committed to the professional and responsible advertising of our products. We have and will continue to adhere to product development and marketing practices that allow us to take pride in products we make, market and sell.

At PepsiCo Canada we believe that children are a special audience. Our marketing practices and the CCFBAI Commitment below acknowledge this important fact. That is why we are committed to taking particular care developing advertising for children and carefully evaluating the programming that will carry any message to this special audience.

Throughout PepsiCo Canada, whether it be Pepsi-Cola or Aquafina beverages, Frito-Lay snack foods, Quaker food products, Tropicana juices or Gatorade sports beverages, we are continuously transforming and expanding our product portfolio to meet ever changing consumer needs, including those of children. As PepsiCo Canada looks for ways to inform consumers about our vast array of products, including an ever growing number of product choices that address heightened consumer interest in convenient, great tasting foods that are lower in sugar, fat and sodium, we are committed to thinking about our audience and our advertising commitment.

We believe food can and should be fun, nutritious and well made. That's why we have improved the nutritional profile of many of our flagship brands by doing things like introducing healthier oils, or reducing sugar and sodium content, or expanding the range of products offered.

B. Core Principles – The PepsiCo Canada Commitment

PepsiCo Canada understands the importance of being a responsible marketer to children and we commit to standards that exceed the CCFBAI policies and programs.

At this time PepsiCo Canada has no plans to broadcast any advertising directed primarily to children under 12 years of age.

More specifically:

TV & Radio

TV:

PepsiCo Canada will not advertise our products on TV programs with a target audience demographic under 12 years of age. All pre-buy programming purchases will have less than 35% audience viewership under 12.



Radio:

PepsiCo Canada will not advertise our products on radio with a target audience demographic under 12 years of age. All pre-buy programming purchases will have less than 35% audience listenership under 12.

Print Advertising:

PepsiCo Canada will not advertise our products in any print with a target audience demographic under 12 years of age.

Internet Advertising Not On Company Owned Websites:

PepsiCo Canada will not advertise our products on websites with a target audience demographic under 12 years of age.

Advertising on Company Owned Website:

PepsiCo Canada does not have any company owned websites with content targeted to children under 12 years of age.

Third-Party Licensed Characters:

PepsiCo Canada acknowledges that from time-to-time third-party characters may be used to promote our products. These third-party characters may be associated with television programs, movies, or the like. Third-party characters will not be utilized if the rating is "G" or any like rating intended for children under 12 years of age.

Product Placement:

PepsiCo Canada will not pay for or actively seek placement of our products in the program/editorial content of any medium directed primarily to children under 12 years of age.

Use of Products in Interactive Games:

PepsiCo Canada will not allow its products to be incorporated into interactive games designed primarily for children under 12 years of age.

Cellphones and PDA's:

PepsiCo Canada will not advertise our products in these media to a target audience demographic under 12 years of age.

DVD Advertising and Sponsorship:

PepsiCo Canada will not advertise our products or sponsor DVD's of "G" rated movies.

Advertising in Schools:

PepsiCo Canada will not advertise our products to children in elementary and middle schools as these are the schools children under 12 attend. This includes book covers, book packs, pencils, posters and the like. This measure is in addition to voluntary agreement regarding the sale of beverages in schools through our membership in the Canadian Beverage Association.