



Canadian Children's Food and Beverage Advertising Initiative

Post Foods Canada Inc. - Commitment – Revised October 2015

Post Foods Canada Inc. ("Post") is proud to join the CCFBAI and participate in changing the nutritional profile of food and beverage products advertised to children. We believe that the CCFBAI, and its members, can positively impact Canadian children by helping to promote healthier dietary choices and healthy lifestyles. Post acknowledges the importance of responsible marketing to children and has developed this Commitment to publicly demonstrate our continuing commitment to meet the high standards set forth herein.

A. Identifying Information

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This Commitment applies to all Post-branded products marketed to children under 12 years of age in Canada by Post Foods Canada Inc.

B. Core Principles

1. Overview of Commitment

Post commits that 100% of advertising in measured media and on company-owned websites primarily directed to children under 12 will be for better-for-you foods that represent healthier dietary choices in accordance with *Canada's Food Guide* and that meet *Canada's Food and Drugs Act & Regulations* criteria for nutrient content claims and in alignment with the CCFBAI Uniform Nutrition Criteria.

2. Advertising Messaging and Content

- Post will not target any advertising to children under 6 years of age.
- 100% of Post's television, radio, print and Internet advertising directed primarily to children between the ages of 6 and 11 will further the goal of promoting healthier dietary choices and healthy lifestyles.
- This Commitment also applies to the following media:
 - Video and computer games rated "Early Childhood" or "EC," that are

5. Use of Products in Interactive Games

Any interactive game primarily directed to children under 12 will only utilize our products that meet the nutrition standards set forth in Section 2.

6. Advertising in Schools

Post does not advertise in elementary schools.

7. Implementation Schedule

Post's Commitment will take effect immediately. Post, both on our own and through predecessor organizations, has been following similar guidelines since CCFBAI's inception. We will notify Advertising Standards Canada immediately of any amendments and will submit a revised Commitment for their approval.

C. Supporting Data

Alpha-Bits breakfast cereal (New recipe : October 2015)

Nutrition Facts / Valeur nutritive		
Per 1 cup (30 g) / par 1 tasse (30 g)		
Amount/Teneur	Cereal / Céréales	With 1/2 cup skim milk / Avec 1/2 tasse de lait écrémé
Calories / Calories	120	160
% Daily Value** / % valeur quotidienne**		
Fat / Lipides 1.5 g*	2%	2%
Saturated / saturés 0.3 g + Trans / trans 0 g	2%	3%
Cholesterol / Cholestérol 0 mg	0%	1%
Sodium / Sodium 150 mg	6%	9%
Carbohydrate / Glucides 24 g	8%	10%
Fibre / Fibres 2 g	8%	8%
Sugars / Sucres 6 g		
Protein / Protéines 3 g		
Vitamin A / Vitamine A	0%	8%
Vitamin C / Vitamine C	0%	0%
Calcium / Calcium	0%	15%
Iron / Fer	30%	30%
Vitamin D / Vitamine D	0%	25%
Thiamin / Thiamine	45%	50%
Riboflavin / Riboflavine	2%	15%
Niacin / Niacine	8%	15%
Vitamin B6 / Vitamine B6	10%	15%
Folate / Folate	8%	10%
Vitamin B12 / Vitamine B12	0%	35%
Pantothenate / Pantothénate	6%	15%
Phosphorus / Phosphore	8%	20%
Magnesium / Magnésium	10%	15%
Zinc / Zinc	8%	15%

* Amount in 30 g cereal / Teneur dans 30 g de céréales

INGREDIENTS: WHOLE GRAIN OAT FLOUR, SUGAR, CORN FLOUR, SALT, HYDROGENATED COCONUT AND PALM KERNEL OILS, MIXED TOCOPHEROLS, NATURAL FLAVOURS, ANNATTO EXTRACT, CANOLA OIL.
 VITAMINS AND MINERALS: THIAMINE MONONITRATE (B1), NIACINAMIDE, CALCIUM PANTOTHENATE, PYRIDOXINE HYDROCHLORIDE (B6), FOLIC ACID, IRON.
 BHT IS ADDED TO PACKAGE MATERIAL TO HELP MAINTAIN PRODUCT FRESHNESS. (D072H)
 CONTAINS: OATS.
 MAY CONTAIN: WHEAT.

Honeycomb breakfast cereal (Recipe updated in 2014)

Nutrition Facts / Valeur nutritive		
Per 1 1/4 cup (30 g) / par 1 1/4 tasse (30 g)		
Amount/Teneur	Cereal / Céréales	With 1/2 cup skim milk / Avec 1/2 tasse de lait écrémé
Calories / Calories	120	160
% Daily Value** / % valeur quotidienne**		
Fat / Lipides 1 g*	2%	2%
Saturated / saturés 0.3 g + Trans / trans 0 g	2%	2%
Cholesterol / Cholestérol 0 mg	0%	1%
Sodium / Sodium 160 mg	7%	9%
Carbohydrate / Glucides 26 g	9%	11%
Fibre / Fibres 2 g	8%	8%
Sugars / Sucres 10 g		
Protein / Protéines 2 g		
Vitamin A / Vitamine A	0%	8%
Vitamin C / Vitamine C	0%	0%
Calcium / Calcium	0%	15%
Iron / Fer	30%	30%
Vitamin D / Vitamine D	0%	25%
Thiamin / Thiamine	45%	50%
Riboflavin / Riboflavine	2%	15%
Niacin / Niacine	8%	15%
Vitamin B6 / Vitamine B6	10%	15%
Folate / Folate	8%	10%
Vitamin B12 / Vitamine B12	0%	35%
Pantothenate / Pantothénate	6%	15%
Phosphorus / Phosphore	4%	15%
Magnesium / Magnésium	8%	15%
Zinc / Zinc	4%	10%

* Amount in 30 g cereal / Teneur dans 30 g de céréales

INGREDIENTS: WHOLE GRAIN CORN FLOUR, SUGAR, CORN FLOUR, WHOLE GRAIN OAT FLOUR, HONEY, SALT, MONO- AND DIGLYCERIDES, ARTIFICIAL FLAVOUR, COLOUR.

VITAMINS AND MINERALS: THIAMINE MONONITRATE (B1), PYRIDOXINE HYDROCHLORIDE (B6), NIACINAMIDE, CALCIUM PANTOTHENATE, FOLIC ACID, IRON.

BHT IS ADDED TO PACKAGE MATERIAL TO HELP MAINTAIN PRODUCT FRESHNESS. (D007P)

CONTAINS: OATS

MAY CONTAIN: WHEAT