



# Kellogg Further Strengthens Marketing Practices to Children



## How is Kellogg changing their marketing practices?

- To address increasing concerns about marketing to children, Kellogg is changing what and how they market to children under 12. Kellogg will apply Nutrient Criteria (the Kellogg Global Nutrient Criteria) to all products currently marketed to children around the world.
- Products that don't meet the Nutrient Criteria will either be reformulated or they will no longer be marketed to children under 12 by the end of 2008. Kellogg will continue its practice of not advertising to children under 6.
- The Nutrient Criteria are a standard based on a broad review of scientific reports. Based on a typical 2,000 calorie daily diet, the Nutrient Criteria sets a per-serving upper threshold of:
  - ≤200 calories
  - ≤2 grams of saturated fat
  - Labeled zero grams of trans fat
  - ≤230 milligrams of sodium
  - Labeled 12 grams of sugar

## Why is Kellogg doing this?

- Kellogg is taking steps worldwide to further strengthen our commitment to meeting consumers' health and nutrition needs. Our actions build on our 100-year legacy of nutrition leadership.

## What will the impact be?

- Almost 50 percent of Kellogg products currently marketed to children worldwide do not meet the Criteria and will either be reformulated to meet the Nutrient Criteria or they will no longer be marketed to children. Products that are reformulated will not be compromised in terms of quality and taste.
- The Nutrient Criteria will also guide targeted future innovation and product development. Over time, Kellogg will work to provide even more product choices with enhanced nutritional value.

## When will Kellogg implement the Nutrient Criteria?

- Wherever possible, implementation of Kellogg's commitments will begin immediately. Full implementation of all commitments will be completed by the end of 2008.

## Where can more information be found?

- Please visit [www.kelloggcompany.com](http://www.kelloggcompany.com) for more information.

