

GENERAL MILLS ADVERTISED PRODUCT LIST

Healthy Definition Requirement (per serving): Must meet category A + (B or C) and sugar guidelines	Meets Threshold (Y/N)				B. FDA Healthy per labeled serving											C. Food Servings Targeted for Increased Consumption								
					A. Calories		Total Fat		Sat Fat	% cal from sat fat	Cholesterol	Sodium	At least 10% Daily Value of one of the following: dietary fiber, protein, vit A, vit C, calcium, or iron						Food Group to Encourage			Nutrients to Limit		
					175 Max	3g Max	1g Max	15% of calories Max	60mg Max	480mg Max	Dietary Fiber (%DV)	Protein (%DV)	Vitamin A (%DV)	Vitamin C (%DV)	Calcium (%DV)	Iron (%DV)	Whole Grain	Fruit	Vegetable	Low or Non-Fat Dairy	Sodium 480/230mg * Max	Trans fat 0g Max	Sat Fat 2g Max	
Product Description	A. ≤175 calories/svg	B. FDA Healthy per labeled svg	C. 1/2 serving Whole Grain, Fruit, Veg, or Low-Fat Dairy (and meets limiters)	D. ≤12g added sugar/svg	Calories	Total Fat (g)	Saturated Fat (g)	Saturated Fat ≤15% of calories (Y/N)	Cholesterol (mg)	Sodium (mg)	Dietary Fiber (%DV)	Protein (%DV)	Vitamin A (%DV)	Vitamin C (%DV)	Calcium (%DV)	Iron (%DV)	Whole Grain	Fruit	Vegetable	Low or Non-Fat Dairy	Sodium * (mg)	Trans Unsaturated Fat (g)	Saturated Fat (g)	
CHOCOLATE LUCKY CHARMS®	YES	YES	YES	YES	110	1.0	0.0	0%	0	160	5	0	10	10	10	25	Yes	No	No	No	Yes	Yes	Yes	
CINNAMON TOAST CRUNCH®	YES	YES	YES	YES	130	3.0	0.5	3%	0	220	4	0	10	10	10	25	Yes	No	No	No	Yes	Yes	Yes	
COCOA PUFFS®	YES	YES	YES	YES	110	1.5	0.0	0%	0	150	4	0	10	10	10	25	Yes	No	No	No	Yes	Yes	Yes	
COCOA PUFFS® COMBOS	YES	YES	YES	YES	110	1.5	0.0	0%	0	160	4	0	10	10	10	25	Yes	No	No	No	Yes	Yes	Yes	
COOKIE CRISP®	YES	YES	YES	YES	100	1.0	0.0	0%	0	150	5	0	10	10	10	25	Yes	No	No	No	Yes	Yes	Yes	
FROSTED CHEERIOS®	YES	YES	YES	YES	110	1.0	0.0	0%	0	170	6	0	10	10	10	25	Yes	No	No	No	Yes	Yes	Yes	
HONEY NUT CHEERIOS®	YES	YES	YES	YES	110	1.5	0.0	0%	0	190	8	0	10	10	10	25	Yes	No	No	No	Yes	Yes	Yes	
LUCKY CHARMS®	YES	YES	YES	YES	110	1.0	0.0	0%	0	190	5	0	10	10	10	25	Yes	No	No	No	Yes	Yes	Yes	
REESES PEANUT BUTTER PUFFS®	YES	YES	YES	YES	120	3.0	0.5	4%	0	180	5	0	10	10	10	25	Yes	No	No	No	Yes	Yes	Yes	
COOKIE CRISP® SPRINKLES	YES	YES	YES	YES	100	1.0	0.0	0%	0	150	5	0	10	10	10	25	Yes	No	No	No	Yes	Yes	Yes	
TRIX®	YES	YES	YES	YES	120	1.0	0.0	0%	0	190	5	0	10	10	10	25	Yes	No	No	No	Yes	Yes	Yes	
FRUIT BY THE FOOT® - all flavors	YES	YES	NO	YES	80	1.0	0.0	0%	0	45	0	0	0	10	0	0	No	No	No	No	Yes	Yes	Yes	
FRUIT ROLLUPS® - all flavors	YES	YES	NO	YES	50	1.0	0.0	0%	0	55	0	0	0	10	0	0	No	No	No	No	Yes	Yes	Yes	
FRUIT STICKERZ® - all flavors	YES	YES	NO	YES	80	1.0	0.0	0%	0	45	0	0	0	10	0	0	No	No	No	No	Yes	Yes	Yes	
GUSHERS® - all flavors	YES	YES	NO	YES	90	1.0	0.0	0%	0	45	0	0	0	10	0	0	No	No	No	No	Yes	Yes	Yes	
YOPLAIT® GO-GURT® - all flavors	YES	YES	NO	YES	70	0.5	0.0	0%	<5	30	0	4	8	0	10	0	No	No	No	No	Yes	Yes	Yes	
YOPLAIT® FIZZI® - all flavors	YES	YES	YES	YES	70	0.5	0.0	0%	<5	30	0	4	6	0	10	0	No	No	No	Yes	Yes	Yes	Yes	
YOPLAIT® TRIX® - all flavors	YES	YES	YES	YES	90	0.5	0.5	5%	<5	50	0	6	10	0	10	0	No	No	No	Yes	Yes	Yes	Yes	

*Sodium limits = 480 mg/svg for sides and main dishes; 230 mg/svg for snacks and cereals