

Supplement to Pledge Concerning Advertising to Children

Kraft Foods Global, Inc.
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This document supplements our Amended and Restated Pledge of January 16, 2009.

Kraft has additional products that we may advertise to children consistent with the terms of our Pledge. The nutrition information for these products is provided with this Supplement.

BALANCE BKids Bar - Chocolate Chip. This product meets the *Sensible Solution* criteria for Granola and Cereal Bars with 11g Whole Grain, 10% DV of Iron, no more than 150 calories, no more than 30% calories from fat, and no more than 25% calories from sugars.

BALANCE BKids Bar – Peanut Butter. This product meets the *Sensible Solution* criteria for Granola and Cereal Bars with 11g Whole Grain, 10% DV of Iron, no more than 150 calories, no more than 30% calories from fat, and no more than 25% calories from sugars.

In addition, Kraft has discontinued its *Capri Sun Sport* beverages product line.

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The Pledge applies to Kraft's business in the United States, and may be amended at any time. Supplements and amendments to our Pledge will be submitted for consultation and acceptance to the Children's Food and Beverage Advertising Initiative of the Council of Better Business Bureaus, Inc. Pledges are monitored by the Initiative.

BALANCE BKids Bar - Chocolate Chip

N u t r i t i o n F a c t s			
Serving Size 1 bar (35g)			
Servings Per Container (1.23 oz) 1, (7.38 oz) 6			
Amount/Serving			
Calories 130	Calories from Fat 20		
			% Daily Value*
Total Fat 2g			3%
Saturated Fat 1g			5%
Trans Fat 0g			
Polyunsaturated Fat 0g			
Monounsaturated Fat 0g			
Cholesterol 0mg			0%
Sodium 75mg			3%
Potassium 105mg			3%
Total Carbohydrate 26g			9%
Dietary Fiber 2g			8%
Sugars 7g			
Protein 3g			
Vitamin A			0%
Vitamin C			0%
Calcium			0%
Iron			10%
Thiamin (Vitamin B ₁)			10%
Vitamin B ₆			10%
Vitamin B ₁₂			10%
Phosphorus			8%
Zinc			10%
* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:			
	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium		3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Nutrition Attributes Each bar meets the *Sensible Solution* criteria for Granola and Cereal Bars with 11g Whole Grain, 10% DV of Iron, no more than 150 calories, no more than 30% calories from fat, and no more than 25% calories from sugars.

INGREDIENTS: MULTIGRAIN BLEND [WHOLE GRAIN ROLLED OATS, CRISPED RICE (RICE FLOUR, SUGAR, COCOA PROCESSED WITH ALKALI, MALTED BARLEY EXTRACT, RICE BRAN, SALT, CARAMEL COLOR), MULTIGRAIN CRISP (WHOLE WHEAT FLOUR, BROWN RICE FLOUR, DEGERMINATED YELLOW CORN MEAL, WHOLE GRAIN OAT FLOUR, WHEAT STARCH, EVAPORATED CANE JUICE, BARLEY MALT EXTRACT, SALT, CALCIUM CARBONATE), WHEAT FLAKES (WHOLE GRAIN WHEAT, SUGAR, SALT, BARLEY MALT)], MIXED TOCOPHEROLS (TO HELP PROTECT FLAVOR)], CORN SYRUP, CHOCOLATE FLAVORED CHIPS (SUGAR, FRACTIONATED PALM KERNEL OIL, COCOA PROCESSED WITH ALKALI, NONFAT MILK, SOY LECITHIN), GLYCERIN, CONTAINS LESS THAN 2% OF OLIGOFRUCTOSE, SUGAR, CHOLINE CHLORIDE, FRACTIONATED PALM KERNEL OIL, SALT, HIGH OLEIC SUNFLOWER OIL, SOY LECITHIN, WHEY PROTEIN CONCENTRATE, FRUCTOSE, NONFAT MILK, HEAVY CREAM, BUTTER [CREAM, SALT, ANNATTO (COLOR)], NATURAL FLAVOR, CARRAGEENAN, SULFUR DIOXIDE.

VITAMINS AND MINERALS: FERRIC ORTHOPHOSPHATE (IRON), ZINC OXIDE (SOURCE OF ZINC), VITAMIN B6, THIAMIN MONONITRATE (VITAMIN B1), VITAMIN B12.

CONTAINS: WHEAT, MILK, SOY, SULFITES.

MANUFACTURED ON EQUIPMENT THAT PROCESSES EGGS, SESAME SEEDS, PEANUTS, TREE NUTS.

BALANCE BKids Bar - Peanut Butter

Nutrition Facts			
Serving Size 1 bar (35g)			
Servings Per Container (1.23 oz) 1, (7.38 oz) 6			
Amount/Serving			
Calories 140	Calories from Fat 35		
% Daily Value*			
Total Fat 4g	6%		
Saturated Fat 1.5g	8%		
Trans Fat 0g			
Polyunsaturated Fat 1g			
Monounsaturated Fat 1.5g			
Cholesterol 0mg	0%		
Sodium 90mg	4%		
Potassium 85mg	2%		
Total Carbohydrate 24g	8%		
Dietary Fiber 2g	8%		
Sugars 7g			
Protein 3g			
Vitamin A	0%		
Vitamin C	0%		
Calcium	0%		
Iron	10%		
Thiamin (Vitamin B ₁)	10%		
Vitamin B ₆	10%		
Vitamin B ₁₂	10%		
Phosphorus	8%		
Zinc	10%		
* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:			
	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium		3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g
Protein		50g	65g

Nutrition Attributes – Each bar meets the *Sensible Solution* criteria for Granola and Cereal Bars with 11g Whole Grain, 10% DV of Iron, no more than 150 calories, no more than 30% calories from fat, and no more than 25% calories from sugars.

INGREDIENTS: MULTIGRAIN BLEND [WHOLE GRAIN ROLLED OATS, CRISPED RICE (RICE FLOUR, SUGAR, MALTED BARLEY EXTRACT, RICE BRAN, SALT, CARAMEL COLOR), MULTIGRAIN CRISP (WHOLE WHEAT FLOUR, BROWN RICE FLOUR, DEGERMINATED YELLOW CORN MEAL, WHOLE GRAIN OAT FLOUR, WHEAT STARCH, EVAPORATED CANE JUICE, BARLEY MALT EXTRACT, SALT, CALCIUM CARBONATE), WHEAT FLAKES (WHOLE GRAIN WHEAT, SUGAR, SALT, BARLEY MALT)], CORN SYRUP, ROASTED GROUND PEANUTS, SUGAR, GLYCERIN, PARTIALLY DEFATTED PEANUT FLOUR, FRACTIONATED PALM KERNEL OIL, CONTAINS LESS THAN 2% OF OLIGOFRUCTOSE, CHOLINE CHLORIDE, SODIUM CASEINATE, NATURAL FLAVOR, SALT, SOY LECITHIN, HIGH OLEIC SUNFLOWER OIL, WHEY PROTEIN CONCENTRATE, FRUCTOSE, NONFAT MILK, MIXED TOCOPHEROLS (TO HELP PROTECT FLAVOR) HEAVY CREAM, BUTTER [CREAM, SALT, ANNATTO (COLOR)], CARRAGEENAN, SULFUR DIOXIDE.

VITAMINS AND MINERALS: FERRIC ORTHOPHOSPHATE (IRON), ZINC OXIDE (SOURCE OF ZINC), VITAMIN B6, THIAMIN MONONITRATE (VITAMIN B1), VITAMIN B12.

CONTAINS: WHEAT, PEANUT, SOY, MILK, SULFITES.

MANUFACTURED ON EQUIPMENT THAT PROCESSES TREE NUTS, EGGS, SESAME SEEDS.