



Canadian Children's Food and Beverage Advertising Initiative Kraft Canada Inc. Commitment

Kraft Canada has for many years been a strong supporter of Advertising Standards Canada (ASC) and its advertising self-regulation programs. Consistent with that historical commitment, Kraft Canada agreed in April 2007 to support the Canadian Children's Food & Beverage Advertising Initiative (the Initiative). The goal of this Initiative is to use advertising to help promote healthy dietary choices and healthy lifestyles among Canadian children. While it remains the primary responsibility of parents to guide their children's behavior in these areas, Kraft Canada and other industry members (the Participants) are voluntarily pursuing this Initiative as a means of assisting parents in their efforts.

The Initiative provides that each Participant will, in consultation with the ASC, develop a Commitment incorporating certain core principles. This document sets forth Kraft Canada's Commitment. We are aware that the information described in Sections A and B below will be made available to the public on the Initiative website.

A. Identifying Information

1. Corporate name and address:

Kraft Canada Inc.
95 Moatfield Dr
Toronto, ON M3B 3L6

Contact information of an individual(s) responsible for Commitment implementation:

Director of Strategy
Kraft Canada Inc.
95 Moatfield Dr
Toronto, ON M3B 3L6

Phone: 416-441-5000

2. Name of the specific entities covered by the Commitment

- All businesses of Kraft Canada Inc.

3. Name of each brand and/or product line that is covered by the Commitment

4. Our Commitment covers all Kraft Canada products. The following brands currently have child-directed advertising campaigns¹:
- *Kool-Aid* beverages
 - *Del Monte* beverages
 - *Kraft Dinner* macaroni and cheese
 - *Ritz Bits* sandwiches

From time to time, we may amend this list by adding certain products that may be advertised consistent with the terms of our Commitment. In such a case we will immediately advise the ASC.

B. Core Principles

1. Overview of the Kraft Canada Commitment

In early 2005, Kraft Canada announced its intention to limit its advertising based on certain nutrition criteria. Kraft Canada does not advertise in media directed to children under 6. In addition, for TV, radio, print and internet advertising directed primarily to children between 6 and 11, Kraft only advertises products that meet its *Sensible Solution* nutrition criteria.

2. Description of how Kraft Canada intends to comply with the percentage requirement of the Advertising Message principle:

a. Percentage of child-directed ads to be based on nutrition criteria

1. Television: 100% of ads
2. Radio: 100% of ads
3. Print: 100% of ads
4. Internet: 100% of ads

b. The proposed method by which Kraft Canada intends to calculate media impressions for television, radio, print and Internet (excluding company owned websites) necessary to satisfy the percentage requirement:

1. Television: Kraft Canada restricts its advertising to only those products that meet its *Sensible Solution* nutrition criteria during:
 - any program where more than 35% of the total audience is under 12
 - any program that falls within time periods traditionally regarded as “kids’ viewing time” (as designated by media providers), irrespective of the size of the child viewing audience.

¹ Note that the Commitment does not always apply to all SKUs sold under a given brand, but rather to specific items. Thus, while *Sensible Solution Kool-Aid* meets our nutrition requirements, Regular *Kool-Aid* does not. As a result, we advertise the former, but not the latter, via TV, radio, print and websites directed to children under age 12.

Audience composition will be determined based on Nielsen-reported average audience figures for the most recently completed four-quarter television season.

Print and Radio: Kraft Canada does not advertise in publications or on radio directed primarily to children under 6. In addition, Kraft Canada will advertise only those products that meet its *Sensible Solution* nutrition criteria in publications directed primarily to children under 12, based on the individual publisher's decision to categorize their publications as "children's magazines" in Canadian Advertising Rates & Data (CARD).

With reference to radio advertising, as there is no child-specific radio format in Canada, there is currently no such radio advertising engaged in by Kraft Canada.

2. The current list of publications that Kraft Canada has determined are primarily directed to children under 12 include:

English:

Famous Kids
Kayak: Canada's History Magazine for Kids
Kids Tribute
kidsworld magazine
McDonald's Fun Times Magazine
OWL
chickadee
Chirp
Pop!
Wild
YTV Whoa!

French:

J'Aime Lire
Les Debrouillards
En Primeur Jeunesse
Les Explorateurs
Planete 912

Each year, Kraft Canada will update ASC with the list of publications, and radio networks if applicable, where it may choose to advertise for the upcoming year.

3. Internet: Kraft Canada does not advertise on web sites where more than 35% of the total visitors are under 6. In addition, on web sites where more than 35% of the total visitors are children under 12, Kraft Canada will advertise only those products that meet its *Sensible Solution* nutrition criteria. Total visitors for web sites will be determined based on average, annual total visitor data as reported by ComScore.

c. The proposed method by which Kraft Canada intends to measure advertising on Kraft Canada owned websites;

None of Kraft Canada's own websites is directed to children under 6. In addition, Kraft Canada features only those products that meet its *Sensible Solution* nutrition criteria on its own and external websites where more than 35% of the total visitors are children under 12, as determined either by ComScore or by site registration data.

d. For products representing healthy dietary choices, state the scientific and/or governmental standard(s), or the company developed standard(s) on which Kraft Canada is relying to designate the product as a healthy dietary choice

Kraft Canada relies on its *Sensible Solution* nutrition criteria to identify those products that represent better-for-you dietary choices as compared with other products within the same category. For a complete, category-by-category listing of the *Sensible Solution* criteria, please see:

<http://www.kraftcanada.com/en/ProductsPromotions/SensibleSolution/SensibleSolution.htm>
<http://www.kraftcanada.com/fr/ProductsPromotions/SensibleSolution/SensibleSolution.htm>

e. To the extent Kraft Canada is relying on a company developed standard, state the scientific and/or governmental standard(s) on which it is based.

Kraft Canada relies on the Health Canada's Food Guide to Healthy Eating, as well as authoritative statements from Health Canada, and Kraft Canada's *Sensible Solution* nutrition criteria to identify those products that represent better-for-you dietary choices as compared with other products within the same category. These criteria have also benefited from the input of Kraft's Worldwide Health & Wellness Advisory Council, a group of recognized experts from key health and wellness disciplines. For a complete, category-by-category listing of the *Sensible Solution* criteria, please see:

<http://www.kraftcanada.com/en/ProductsPromotions/SensibleSolution/SensibleSolution.htm>
<http://www.kraftcanada.com/fr/ProductsPromotions/SensibleSolution/SensibleSolution.htm>

3. The manner by which Kraft Canada intends to implement the Licensed Character principle:

Kraft Canada only uses Licensed Characters in advertising products that meet the *Sensible Solution* nutrition criteria. As well, the use of Licensed Characters is already limited in children's broadcast advertising under the provisions of the Broadcast Code for Advertising to Children.

4. A description of the manner by which Kraft Canada intends to implement the Product Placement principle:

Kraft Canada will not pay for or actively seek to place its food and beverage products in the program/editorial content of any medium primarily directed to children under 12.

5. A description of the manner by which Kraft Canada intends to implement the Interactive Games principle:

Kraft Canada has already implemented the Interactive Games principle. In Interactive Games incorporated into websites primarily directed to the under-12 audience, we only depict products that meet Kraft Canada's *Sensible Solution* standards.

6. A description of the manner by which Kraft Canada intends to implement the Advertising in Schools principle:

Kraft Canada stopped all in-school advertising and marketing several years ago.

7. An implementation schedule for each commitment set forth in the Kraft Canada's Commitment:

Because Kraft Canada's commitments are already in place, no implementation schedule is required.

C. Supporting Data

For each product that Kraft Canada intends to comply with the healthy dietary choices portion of the Commitment:

- a. the product's name;
- b. the product's nutritional labeling;
- c. the product's ingredient list;
- d. the established scientific, governmental and/or company developed standard relied on; and
- e. the basis for concluding that the product meets the standard.

Please refer to our Exhibits for the above-listed materials as to each item we will advertise.

Kraft Dinner (The Original)

Nutrition Facts / Valeur nutritive			
Per 1/4 box (56 g) / pour 1/4 de boîte (56 g)			
About 3/4 cup prepared /			
Environ 3/4 tasse préparée			
Amount Teneur		Dry Mix Préparation sèche	Prepared† Préparé†
Calories / Calories		210	250
% Daily Value / % valeur quotidienne			
Fat / Lipides 2.0 g*		3 %	8 %
Saturated / saturés 1.0 g		5 %	7 %
+ Trans / trans 0 g			
Cholesterol / Cholestérol 5 mg		2 %	2 %
Sodium / Sodium 410 mg		17 %	19 %
Carbohydrate / Glucides 39 g		13 %	14 %
Fibre / Fibres 2 g		8 %	8 %
Sugars / Sucres 7 g			
Protein / Protéines 7 g			
Vitamin A / Vitamine A		2 %	6 %
Vitamin C / Vitamine C		0 %	0 %
Calcium / Calcium		8 %	10 %
Iron / Fer		15 %	15 %
Thiamine / Thiamine		25 %	25 %
Riboflavin / Riboflavine		20 %	25 %
Folate / Folate		35 %	35 %
Vitamin B ₁₂ / Vitamine B ₁₂		10 %	20 %
Phosphorus / Phosphore		15 %	15 %
* Amount in dry mix / Quantité dans la préparation sèche			
† Prepared as per package directions with 1 Tbsp. non-hydrogenated margarine and 1/2 cup skim milk /			
Préparé selon le mode d'emploi sur la boîte avec 1 c. à table de margarine non hydrogénée et 1/2 tasse de lait écrémé.			

Meets Sensible Solutions criteria and is a source of calcium, iron, protein and 5 other essential nutrients.

INGREDIENTS: ENRICHED PASTA (FROM WHEAT), CHEESE SAUCE (MODIFIED MILK INGREDIENTS, CHEESE (MILK, BACTERIAL CULTURE, CREAM, SALT, MICROBIAL ENZYMES, LIPASE, CALCIUM CHLORIDE, COLOUR), SALT, SODIUM PHOSPHATES, CITRIC ACID, FLAVOUR, COLOUR (CONTAINS TARTRAZINE), SORBIC ACID]. (M0011)

INGREDIENTS: WHOLE GRAIN CORN FLOUR, SUGAR, WHOLE GRAIN OAT FLOUR, CORN FLOUR, REFINED SUGAR SYRUP, HONEY, SALT, MONO- AND DIGLYCERIDES, COLOUR (CONTAINS TARTRAZINE). **VITAMINS AND MINERALS:** THIAMINE MONONITRATE (B₁), NIACINAMIDE, PYRIDOXINE HYDROCHLORIDE (B₆), FOLIC ACID, CALCIUM PANTOTHENATE, IRON. BHT IS ADDED TO PACKAGE MATERIAL TO HELP MAINTAIN FRESHNESS. (D007J)

Kool-Aid Singles (Cherry)

Nutrition Facts	
Valeur nutritive	
Per 1 Packet (8,3 g) / pour 1 sachet (8,3 g)	
1 cup prepared (250 mL) / 1 tasse préparée (250 mL)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 30	
Fat / Lipides 0 g	0 %
Carbohydrate / Glucides 8 g	3 %
Sugars / Sucres 8 g	
Protein / Protéines 0 g	
Vitamin C / Vitamine C	100 %
Calcium / Calcium	2 %
Not a significant source of saturated fat, trans fat, cholesterol, sodium, fibre, vitamin A and iron.	
Source négligeable de lipides saturés, lipides trans, cholestérol, sodium, fibres, vitamine A et fer.	

Meets Sensible Solutions criteria and is an excellent source of vitamin C.

FRUIT JUICE SUBSTITUTE. / SUBSTITUT DE JUS DE FRUIT.
INGREDIENTS: SUGAR, FRUCTOSE, CITRIC ACID, TRICALCIUM PHOSPHATE, ASCORBIC ACID, CORN DEXTRIN, ARTIFICIAL

FLAVOUR, COLOUR, ACESULFAME-
POTASSIUM, SUCRALOSE, GUM
ARABIC. (B142A)

Del Monte Grab 'n Go Pouch (Orange Tangerine)

Nutrition Facts	
Per pouch (200 mL)	
Amount	% DV*
Calories 100	
Fat 0 g	0 %
Saturated 0 g + Trans 0 g	0 %
Cholesterol 0 mg	0 %
Sodium 20 mg	1 %
Carbohydrate 24 g	8 %
Fibre 0 g	0 %
Sugars 22 g	
Protein 1 g	
Vitamin A	2 %
Vitamin C	100 %
Calcium	2 %
Iron	2 %
* DV = Daily Value	

Meets Sensible Solutions criteria and is an excellent source of vitamin C.

**INGREDIENTS: WATER, GRAPE JUICE
CONCENTRATE, TANGERINE JUICE
CONCENTRATE, ORANGE JUICE
CONCENTRATE, ASCORBIC ACID
(VITAMIN C), NATURAL FLAVOUR. (Y022A)**

Del Monte Grape Apple Juice Blend from Concentrate

INGREDIENTS: WATER, APPLE JUICE CONCENTRATE, GRAPE JUICE CONCENTRATE, CITRIC ACID, ASCORBIC ACID (VITAMIN C), NATURAL FLAVOUR. (Y020B)

Nutrition Facts / Valeur nutritive

Per pouch (200 mL) / Par sachet (200 mL).

	Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories	90	
Fat / Lipides	0 g	0 %
Saturated / saturés	0 g	
+ Trans / trans	0 g	0 %
Cholesterol / Cholestérol	0 mg	0 %
Sodium / Sodium	20 mg	1 %
Carbohydrate / Glucides	23 g	8 %
Fibre / Fibres	0 g	0 %
Sugars / Sucres	23 g	
Protein / Protéines	0.3 g	
Vitamin A / Vitamine A		0 %
Vitamin C / Vitamine C		100 %
Calcium / Calcium		0 %
Iron / Fer		2 %

Meets Sensible Solutions criteria and is an excellent source of vitamin C.

Del Monte Apple Raspberry Juice Blend from Concentrate

INGREDIENTS: WATER, APPLE JUICE CONCENTRATE, STRAWBERRY JUICE CONCENTRATE, RED RASPBERRY JUICE CONCENTRATE, WHITE GRAPE JUICE CONCENTRATE, ASCORBIC ACID (VITAMIN C), CITRIC ACID, NATURAL FLAVOUR. (Y021A)

Nutrition Facts / Valeur nutritive

Per pouch (200 mL) / Par sachet (200 mL)

	Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories	80	
Fat / Lipides	0 g	0 %
Saturated / saturés	0 g	
+ Trans / trans	0 g	0 %
Cholesterol / Cholestérol	0 mg	0 %
Sodium / Sodium	20 mg	1 %
Carbohydrate / Glucides	22 g	7 %
Fibre / Fibres	0 g	0 %
Sugars / Sucres	21 g	
Protein / Protéines	0.2 g	
Vitamin A / Vitamine A		0 %
Vitamin C / Vitamine C		100 %
Calcium / Calcium		0 %
Iron / Fer		2 %

Meets Sensible Solutions criteria and is an excellent source of vitamin C.

Del Monte Apple Juice from Concentrate

INGREDIENTS: WATER, APPLE JUICE CONCENTRATE, NATURAL APPLE ESSENCE, ASCORBIC ACID (VITAMIN C). (Y014B)

Nutrition Facts / Valeur nutritive

Per pouch (200 mL) / Par sachet (200 mL)

	Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories	80	
Fat / Lipides	0 g	0 %
Saturated / saturés	0 g	
+ Trans / trans	0 g	0 %
Cholesterol / Cholestérol	0 mg	0 %
Sodium / Sodium	25 mg	1 %
Carbohydrate / Glucides	21 g	7 %
Fibre / Fibres	0 g	0 %
Sugars / Sucres	21 g	
Protein / Protéines	0.3 g	
Vitamin A / Vitamine A		0 %
Vitamin C / Vitamine C		100 %
Calcium / Calcium		0 %
Iron / Fer		4 %

Meets Sensible Solutions criteria and is an excellent source of vitamin C.

Del Monte Orange Juice from Concentrate

INGREDIENTS: WATER, ORANGE JUICE CONCENTRATE, NATURAL ORANGE OIL.
(Y015B)

Nutrition Facts / Valeur nutritive

Per pouch (200 mL) / Par sachet (200 mL)

	Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories	100	
Fat / Lipides	0.5 g	1 %
Saturated / saturés	0 g	
+ Trans / trans	0 g	0 %
Cholesterol / Cholestérol	0 mg	0 %
Sodium / Sodium	15 mg	1 %
Carbohydrate / Glucides	22 g	7 %
Fibre / Fibres	0 g	0 %
Sugars / Sucres	19 g	
Protein / Protéines	2 g	
Vitamin A / Vitamine A		0 %
Vitamin C / Vitamine C		80%
Calcium / Calcium		2 %
Iron / Fer		2 %

Meets Sensible Solutions criteria and is an excellent source of vitamin C.

Del Monte Orange Tangerine Juice Blend from Concentrate

INGREDIENTS: WATER, GRAPE JUICE CONCENTRATE, TANGERINE JUICE CONCENTRATE, ORANGE JUICE CONCENTRATE, ASCORBIC ACID (VITAMIN C), NATURAL FLAVOUR. (Y022A)

Nutrition Facts / Valeur nutritive

Per pouch (200 mL) / Par sachet (200 mL)

	Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories	100	
Fat / Lipides	0 g	0 %
Saturated / saturés	0 g	
+ Trans / trans	0 g	0 %
Cholesterol / Cholestérol	0 mg	0 %
Sodium / Sodium	20 mg	1 %
Carbohydrate / Glucides	24 g	8%
Fibre / Fibres	0 g	0 %
Sugars / Sucres	22 g	
Protein / Protéines	1 g	
Vitamin A / Vitamine A		2 %
Vitamin C / Vitamine C		100 %
Calcium / Calcium		2 %
Iron / Fer		2 %

Meets Sensible Solutions criteria and is an excellent source of vitamin C.

Ritz Bits Cheese Sandwich Crackers Soccer

Enriched wheat flour, vegetable oil with TBHQ (modified palm, soyabean and hydrogenated cottonseed with citric acid), whole grain wheat flour, modified milk ingredients, sugar, glucose-fructose, sunflower oil, cheddar cheese powder (made from cultured milk, salt and enzymes), salt, sodium bicarbonate, monocalcium phosphate, ammonium bicarbonate, soya lecithin, disodium phosphate, natural flavour, maltodextrin, yeast, modified corn starch, colour, lactic acid, papain, amylase, protease.

Allergy warning: may contain peanuts.

Nutrition Facts / Valeur nutritive		
Per 9 Sandwiches (19 g)		
Pour 9 sandwiches (19 g)		
Amount		% Daily Value
Teneur		% valeur quotidienne
Calories / Calories	90	
Fat / Lipides	4.0 g	6%
Saturated / Saturés	1.5 g	
+ Trans / Trans	0.1 g	8%
Cholesterol / Cholestérol	0 mg	0%
Sodium / Sodium	180 mg	8%
Carbohydrate / Glucides	12 g	4%
Fibre / Fibres	1 g	4%
Sugars / Sucres	3 g	
Protein / Protéines	1 g	
Vitamin A / Vitamine A	0%	
Vitamin C/Vitamine C	0%	
Calcium/Calcium	4%	
Iron/Fer	4%	

Meets Sensible Solutions criteria and is 33 % less fat than Original Ritz Bits Sandwiches. It contains 3 g of whole grain per 19 g serving.

Ritz Bits Cheese Sandwich Crackers Soccer

Enriched wheat flour, vegetable oil with TBHQ (modified palm, soyabean and hydrogenated cottonseed with citric acid), whole grain wheat flour, modified milk ingredients, sugar, glucose-fructose, sunflower oil, cheddar cheese powder (made from cultured milk, salt and enzymes), salt, sodium bicarbonate, monocalcium phosphate, ammonium bicarbonate, soya lecithin, disodium phosphate, natural flavour, maltodextrin, yeast, modified corn starch, colour, lactic acid, papain, amylase, protease.

Allergy warning: may contain peanuts.

Nutrition Facts / Valeur nutritive		
Per 9 Sandwiches (19 g)		
Pour 9 sandwiches (19 g)		
Amount		% Daily Value
Teneur		% valeur quotidienne
Calories / Calories	90	
Fat / Lipides	4.0 g	6%
Saturated / Saturés	1.5 g	
+ Trans / Trans	0.1 g	8%
Cholesterol / Cholestérol	0 mg	0%
Sodium / Sodium	180 mg	8%
Carbohydrate / Glucides	12 g	4%
Fibre / Fibres	1 g	4%
Sugars / Sucres	3 g	
Protein / Protéines	1 g	
Vitamin A / Vitamine A	0%	
Vitamin C/Vitamine C	0%	
Calcium/Calcium	4%	
Iron/Fer	4%	

Meets Sensible Solutions criteria and is 33 % less fat than Original Ritz Bits Sandwiches. It contains 3 g of whole grain per 19 g serving.

Product Specification References

Business Unit #	Spec Type	Item Name	Categorization / Category	Comments
FC2130D-F	FORM	SUGAR FREE KOOL-AID - ORANGE	PRODUCT/BEVERAGE/Powdered Soft Drink/Sugar Free	

Ingredients: Citric Acid, Natural and Artificial Flavour,
Ascorbic Acid, Tricalcium Phosphate, Aspartame (Contains
Phenylalanine), Corn Dextrin, Salt, Acesulfame-Potassium, Colour.
(B024E)

Ingredient Statement Comments

Ingrédients: Acide citrique, arômes naturels et artificiels, acide ascorbique, phosphate tricalcique, aspartame (contient de la phénylalanine), dextrine de maïs, sel, acésulfame-potassium, colorant.

NUTRITIONAL SUMMARY "PER SERVING"

Nutrition Facts / Valeur nutritive

Per 1/8 packet (0.8 g) / Pour 1/8 sachet (0.8 g)

1 cup prepared (250 mL) / 1 tasse préparée (250 mL)

	Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories	0	
Fat / Lipides	0 g	0 %
Sodium / Sodium	10 mg	0 %
Carbohydrate / Glucides	0 g	0 %
Protein / Protéines	0 g	
Vitamin C / Vitamine C		100%
Calcium/ Calcium		2%

Not a significant source of saturated fat, trans fat, cholesterol, fibre, sugars, vitamin A, and iron.
Source négligeable de lipides saturés, lipides trans, cholestérol, fibres, sucres, vitamine A, et fer.

Contains 48 mg aspartame and 16 mg acesulfame-potassium per 250 mL serving.
Contient 48 mg d'aspartame et 16 mg d'acésulfame-potassium par portion de 250 mL.

Claims: Calorie-free / Sans calorie.
Sugar Free / Sans sucre.
100% of the Daily Value for Vitamin C per 250 mL serving. / 100 % de l'apport quotidien en vitamine C par portion de 250 mL.
An Excellent Source of Vitamin C. / Une excellente source de vitamine C.

NPP'S/SSP'S:

Meets NPP's
Qualifies for Sensible Solutions under Nourishing (hydration)

Business Units

Business Unit	Business Unit #
Kraft Canada	FC2130A-PL

Product Specification References

Business Unit #	Spec Type	Item Name	Categorization / Category	Comments
FC2130A-F	FORM	SUGAR FREE KOOL-AID - CHERRY	PRODUCT/BEVERAGE/Powdered Soft Drink/Sugar Free	

Ingredients: Malic Acid, Corn Dextrin, Citric Acid, Tricalcium Phosphate, Ascorbic Acid, Aspartame (Contains Phenylalanine), Artificial Flavour, Acesulfame-Potassium, Colour, Salt, Gum Arabic. (B022E)

Ingredient Statement Comments

Ingrédients: Acide malique, dextrine de maïs, acide citrique, phosphate tricalcique, acide ascorbique, aspartame (contient de la phénylalanine), arôme artificiel, acésulfame-potassium, colorant, sel, gomme arabique.

NUTRITIONAL SUMMARY "PER SERVING"

PRODUCT: SUGAR-FREE KOOL-AID – CHERRY

Nutrition Facts / Valeur nutritive

Per 1/8 packet (0.9 g) / Pour 1/8 sachet (0.9 g)

1 cup prepared (250 mL) / 1 tasse préparée (250 mL)

	Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories	0	
Fat / Lipides	0 g	0 %
Sodium / Sodium	5 mg	0 %

Carbohydrate / Glucides	0 g	0 %
Protein / Protéines	0 g	
Vitamin C / Vitamine C		100%
Calcium/ Calcium		2%

Not a significant source of saturated fat, trans fat, cholesterol, fibre, sugars, vitamin A and iron.
 Source négligeable de lipides saturés, lipides trans, cholestérol, fibres, sucres, vitamine A et fer.

Contains 59 mg aspartame and 20 mg acesulfame-potassium per 250 mL serving.
 Contient 59 mg d'aspartame et 20 mg d'acésulfame-potassium par portion de 250 mL.

Claims: Calorie-free / Sans calorie.
 Sugar Free / Sans sucre.
 100% of the Daily Value for Vitamin C per 250 mL serving. / 100 % de l'apport quotidien en vitamine C par portion de 250 mL.
 An Excellent Source of Vitamin C. / Une excellente source de vitamine C.

NPP'S/SSP'S:

Meets NPP's
 Qualifies for Sensible Solutions under Nourishing (hydration)

Product Specification References

Business Unit #	Spec Type	Item Name	Categorization / Category	Comments
FC2130B-F	FORM	SUGAR FREE KOOL-AID - GRAPE	PRODUCT/BEVERAGE/Powdered Soft Drink/Sugar Free	

Ingredients: Malic Acid, Corn Dextrin, Citric Acid, Tricalcium Phosphate, Ascorbic Acid, Aspartame (Contains Phenylalanine), Artificial Flavour, Salt, Acesulfame-Potassium, Colour. (B023E)

Ingredient Statement Comments

ingrédients: Acide malic, dextrine de maïs, acide citrique, phosphate tricalcique, acide ascorbique, aspartame (contient de la phénylalanine), arôme artificiels, sel, acésulfame-potassium, colorant.

NUTRITIONAL SUMMARY "PER SERVING"

PRODUCT: SUGAR-FREE KOOL-AID – GRAPE

Nutrition Facts / Valeur nutritive

Per 1/8 packet (0.9 g) / Pour 1/8 sachet (0.9 g)

1 cup prepared (250 mL) / 1 tasse préparée (250 mL)

	Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories	0	
Fat / Lipides	0 g	0 %
Sodium / Sodium	10 mg	0 %
Carbohydrate / Glucides	0 g	0 %
Protein / Protéines	0 g	
Vitamin C / Vitamine C		100%
Calcium/ Calcium		2%

Not a significant source of saturated fat, trans fat, cholesterol, fibre, sugars, vitamin A and iron.
Source négligeable de lipides saturés, lipides trans, cholestérol, fibres, sucres, vitamine A et fer.

Contains 57 mg aspartame and 19 mg acesulfame-potassium per 250 mL serving.
Contient 57 mg d'aspartame et 19 mg d'acésulfame-potassium par portion de 250 mL.

Claims: Calorie-free / Sans calorie.
Sugar Free / Sans sucre.
100% of the Daily Value for Vitamin C per 250 mL serving. / 100 % de l'apport quotidien en vitamine C par portion de 250 mL.
An Excellent Source of Vitamin C. / Une excellente source de vitamine C.

NPP'S/SSP'S:

Meets NPP's

Qualifies for Sensible Solutions under Nourishing (hydration)

Product Specification References

Business Unit #	Spec Type	Item Name	Categorization / Category	Comments
KAJLC3FP-F1	FORM	JUICE DRINK, CHERRY, KOOL-AID JAMMERS 10	PRODUCT/BEVERAGE/Ready to Drink/Juice Drink	

Ingredients: Water, Apple Juice Concentrate, Citric Acid, Artificial and Natural Flavour, Ascorbic Acid, Sucralose, Colour, Acesulfame-Potassium, Calcium Disodium EDTA. (B160B)

Ingredient Statement Comments

Ingrédients: Eau, concentré de jus de pomme, acide citrique, arômes artificiels et naturels, acide ascorbique, sucralose, colorant, acésulfame-potassium, EDTA de calcium disodique.

NUTRITIONAL SUMMARY "PER SERVING"

PRODUCT: DRINK, CHERRY, KOOL-AID JAMMERS 10 (KAJLC3FP-F1)

Nutrition Facts / Valeur nutritive

Per 1 pouch (200 mL)

Pour 1 sachet (200 mL)

	Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories	10	
Fat / Lipides	0 g	0 %
Sodium / Sodium	20 mg	1 %
Carbohydrate / Glucides	2 g	1 %
Sugars / Sucres	2 g	
Protein / Protéines	0 g	
Vitamin C / Vitamine C		100 %

Not a significant source of saturated fat, trans fat, cholesterol, fibre, vitamin A, calcium and iron.
Source négligeable de lipides saturés, lipides trans, cholestérol, fibres, vitamine A, calcium et fer.

Contains 25 mg of sucralose and 10mg of acesulfame-potassium per 200 mL serving.
Contient 25 mg de sucralose et 10 mg d'acésulfame-potassium par portion de 200 mL.

Claims:

- 1) 100% of the Daily Value for Vitamin C per 200 mL serving./ 100 % de l'apport quotidien en vitamine C par portion de 200 mL.
- 2) An excellent source of Vitamin C. / Une excellente source de vitamine C.
- 3) "**Contains only 10 calories per serving**" or any one of the following wordings: "Low in Energy" or "low energy" or "low source of energy" or "little energy" or "low calorie" or "low in calories" or "low source of calories" or "few calories".
OR (if marketing does not go with the claim and chooses to use the quantitative declaration), then use the following: **Contient seulement 10 calories par portion**, Pauvre en énergie, Faible en énergie, Faible source d'énergie, Peu d'énergie, Peu de calories, Faible source de calories, Peu de calories
- 4) **Quantitative declaration:** 10 calories per 200 mL serving. / 10 calories par portion de 200 mL

NPP'S/SSP'S:

Meets NPP's

Qualifies for Sensible Solutions under 'Nourishing' (hydration)