



Canadian Children's Food and Beverage Advertising Initiative
Commitment of PepsiCo Canada ULC.

Contact Information

PepsiCo Beverages Canada and PepsiCo Foods Canada, business units of PepsiCo Canada ULC

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PEPSICO BEVERAGES CANADA BRANDS:

Amp Energy™ Energy Drinks

Aquafina® Bottled Water

Aquafina® FlavourSplash® Water Beverage

Aquafina Plus+ Vitamins™ and Aquafina Plus+ Vitamins 10 Cal.™ Enhanced Waters

Brisk® Beverages

Dole Sparklers® Real Fruit Beverages

Dole® Fruit Juices, Drinks and Cocktails

Gatorade® Thirst Quenchers and Crystals

G2® Electrolyte Beverage

Lipton® Iced Tea

Mountain Dew® Soft Drink

Mug® Root Beer

Ocean Spray® Cocktails

Pepsi® Soft Drinks

Naked™ Fruit and Vegetable Smoothies

7UP® Soft Drink

SoBe® Beverages and Enhanced Beverages

Starbucks Frappuccino® Coffee Drink

Starbucks Doubleshot® Energy + Coffee Drink

Tropicana® 100% Juices, Juice Blends and Drinks

Trop50® Enhanced Juice Beverage

PEPSICO FOODS CANADA BRANDS:

Quaker® Granola Bars (including sub-brands Chewy®, Dipps®, Fibre & Omega-3, Yogourt, Trail Mix, Oatmeal to Go® Oatmeal Bars and Squares, 100 Calorie and Ancient Grains)

Quaker® Oats and Instant Oatmeal, Oat Bran, Wheat Bran

Quaker® Cereals (including sub-brands Harvest Crunch®, Life®, Muffets®, Squares™ and Light & Crisp®)

Cap'n Crunch® Cereal

Quaker® Snacks (including sub-brands Crispy Delights® Cookies, Crispy Minis® Rice Chips and Rice Cakes, Granola Crunch'ers® Bite-Size Granola Snacks)

Quaker® Mixes – Brownie, Cookie & Muffin

Quaker® Bakeries Cookies

Aunt Jemima® Pancake Mixes and Syrups

Cheetos® Cheese Flavoured Snacks

Chester's® Popcorn and Corn Twists

Cracker Jack® Caramel Coated Popcorn

Doritos® Tortilla Chips

Fritos® Corn Chips

Hostess® Hickory Sticks® and Potato Chips

Lay's® Stax® Potato Chips

Lay's® Potato Chips



Miss Vickie's® Potato Chips
Munchies® Snack Mix, Nuts and Seeds
Munchos® Potato Crisps
Rice a Roni® Rice
Rold Gold® Pretzels
Ruffles® Potato Chips and dips
Rustler's® Meat Sticks
Smartfood® Popcorn
Stacy's® Pita Chips
SunChips® Multigrain chips
Tostitos® Tortilla chips, salsas and dips
Twistos® Baked Snack Bites
Spitz® Sunflower and Pumpkin Seeds

The PepsiCo Canada Introduction

PepsiCo Canada ULC is proud to be one of the founding participants in the Canadian Children's Food and Beverage Advertising Initiative (CCFBAI). As an industry leader in marketing and marketing practices we are committed to the professional and responsible advertising of our products. We have and will continue to adhere to product development and marketing practices that allow us to take pride in products we make, market and sell.

At PepsiCo Canada we believe that children are a special audience. Our marketing practices and the CCFBAI Commitment below acknowledge this important fact.

PepsiCo Canada is proud to play an active and contributing role in the ongoing existence of Concerned Children's Advertisers (CCA). Established in 1990, CCA works to support and contribute to the establishment of the highest standards and codes of conduct for responsible advertising to children. PepsiCo is pleased to have been contributing to Concerned Children's Advertisers for the past 9 years. To learn more about CCA visit www.cca-kids.ca.

At PepsiCo Canada we are committed to achieving business and financial success while leaving a positive imprint on society – delivering what we call *Performance with Purpose*.

Performance with Purpose consists of three key pillars – human, environmental and talent sustainability. Under *Human Sustainability* it is our goal to nourish Canadian's with a broad range of high quality food and beverage products from simple treats to healthful offerings. We are committed to playing a responsible and supportive role in the health and wellness of Canadians by encouraging people to adopt healthy, active lifestyles.

Throughout PepsiCo Canada, whether it be Pepsi-Cola or Aquafina beverages, Frito-Lay snack foods, Quaker food products, Tropicana juices or Gatorade sports beverages, we are continuously transforming and expanding our product portfolio to meet ever changing consumer needs, including those of children. As PepsiCo Canada looks for ways to inform consumers about our vast array of products, including an ever growing number of product choices that address heightened consumer interest in convenient, great tasting foods that are lower in sugar, fat and sodium, we are committed to thinking about our audience and our advertising commitment. For further information about PepsiCo Canada please visit www.pepsico.ca



B. Core Principles – The PepsiCo Canada Commitment

PepsiCo Canada understands the importance of being a responsible marketer to children and we commit to standards that exceed the CCFBAI.

At this time PepsiCo Canada has no plans to broadcast any advertising directed primarily to children under 12 years of age for the calendar year of 2012. More specifically:

TV

PepsiCo Canada will not advertise our products on TV programs with a target audience demographic under 12 years of age. All pre-buy programming purchases will have less than 35% audience viewership under 12.

Radio

PepsiCo Canada will not advertise our products on radio with a target audience demographic under 12 years of age.

Print Advertising

PepsiCo Canada will not advertise our products in any print with a target audience demographic under 12 years of age.

Internet Advertising Not On Company Owned Websites

PepsiCo Canada will not advertise our products on websites with a target audience demographic under 12 years of age.

Advertising on Company Owned Website

PepsiCo Canada does not have any company owned websites with content targeted to children under 12 years of age.

Third-Party Licensed Characters

PepsiCo Canada acknowledges that from time-to-time third-party characters may be used to promote our products. These third-party characters may be associated with television programs, movies, or the like. Third-party characters will not be utilized if the rating is "G" or any like rating intended for children under 12 years of age.

Product Placement

PepsiCo Canada will not pay for or actively seek placement of our products in the program/editorial content of any medium directed primarily to children under 12 years of age.

Use of Products in Interactive Games

PepsiCo Canada will not allow its products to be incorporated into interactive games designed primarily for children under 12 years of age.



Cellphones and PDA's

PepsiCo Canada will not advertise our products in these media to a target audience demographic under 12 years of age.

DVD Advertising and Sponsorship

PepsiCo Canada will not advertise our products or sponsor DVD's of "G" rated movies.

Advertising in Schools

PepsiCo Canada will not advertise our products to children in elementary and middle schools as these are the schools children under 12 attend. This includes book covers, book packs, pencils, posters and the like. This measure is in addition to voluntary agreement regarding the sale of beverages in schools through our membership in the Canadian Beverage Association.

Advertising Not Directed Primarily at Children

PepsiCo Canada has provided ASC with a list of all of our brands for assessment against our commitment.

Nutrition Standards

PepsiCo Canada will immediately notify ASC if at any time a future decision is made to advertise to children under 12 as well as providing the nutrition criteria standards so that ASC can effectively monitor PepsiCo Canada's on-going compliance with any commitment.