

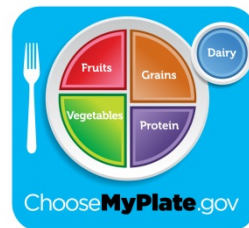
## **What are Cartoon Network's guidelines regarding licensing its characters on food and beverages in the U.S.?**

To reflect our ongoing commitment to promote lifetime health and wellness for children and families, Cartoon Network has worked with nutritional science experts since 2007 to create, implement and update our food and beverage-related guidelines for the use of our characters. Our guidelines take into account current nutrition science and may be updated or revised from time to time in consultation with nutrition experts. Current guidelines are based on nutritional standards recommended by the Institute of Medicine (IOM), the Departments of Health and Human Services, the U.S. Department of Agriculture, the Food and Drug Administration's (FDA), and the uniform science-based standards adopted and updated by the Children's Food and Beverage Advertising Initiative ("CFBAI").

These guidelines govern how Cartoon Network allows its original characters to be used in relation to food-related advertisers across screens and on packaged goods in the U.S. Under our policies, Cartoon Network limits the use of our characters aimed at children under the age of 12 to food and beverage products that meet specific nutrition criteria. These criteria include a cap on total calories per appropriate serving with limits on saturated fat, added trans fat, sodium, and added sugar, as well as a requirement for fruit, vegetables, non/low fat dairy, and/or whole grains and/or nutrients such as vitamins A, C and D, iron, calcium, potassium, protein, and fiber. The only exceptions are for the licensing of special occasion foods and limited 100-calorie items.

At Cartoon Network, we work with nationally recognized subject matter experts in establishing and implementing our nutritional guidelines. Bonnie Taub-Dix, RDN, a media/social media consultant and former national spokesperson for the Academy of Nutrition and Dietetics continues to guide our efforts in this area. Ms. Taub-Dix, who specializes in realistic nutrition guidance for all ages, medical nutrition therapy and weight management is the author of READ IT BEFORE YOU EAT IT – TAKING YOU FROM LABEL TO TABLE, a practical guide to choosing the healthiest food in the supermarket. We also were fortunate to work with Joanne Ikeda, Nutritionist Emeritus, UC Berkeley and a nationally recognized expert on pediatric obesity and the dietary practices of ethnic and immigrant populations, from the inception of the Cartoon Network nutritional guidelines until late 2018.

For more information on healthy eating go to <http://www.choosemyplate.gov/>



**Cartoon Network Nutrition Criteria For Use of Characters  
For Licensed Products and Promotional Tie-Ins  
(January 1, 2020)<sup>1</sup>**

Category	Serving Amount	Calories	Sat Fat	Sodium	Added Sugars (AS)	Notes
<b>Beverages</b>						
Juices	LSS	--	0 g	≤ 105 mg	No AS	A serving must contain 100% F/V juice or F/V juice blends OR 100% F/V juice diluted with water only; with or without carbonation  A serving (8 oz max) must contain ≥ 6 fl oz of 100% F/V juice and align with FDA's "low sodium" definition  Sugars limited to those naturally occurring in F/V
Milks and milk substitutes	8 fl oz	≤ 150	≤ 2 g	≤ 200 mg	≤ 10 g	1 c dairy and ≥ 10% DV calcium  LSS < 8 fl oz amounts for dairy and calories, sat fat, sodium and total added sugars to be scaled proportionately
<b>Snacks</b>						
Yogurts and yogurt-type products	6 oz	≤ 170	≤ 2 g	≤ 140 mg	≤ 18 g	≥ ½ c dairy <u>and</u> ≥ 10% DV calcium  6 oz (170 g) is most common single serving  For LSS < 6 oz amounts for dairy, calcium and calories, sat fat, sodium and total added sugars to be proportionately lower
Sweet snacks+	LSS	≤ 150	≤ 1.5 g	≤ 200 mg	≤ 9 g	Sweet crackers, snack bars and bites, frozen treats, fruit-based snacks.  ≥ ½ serving or first ingredient a F/V/D/M/WG or ≥ 10% DV of an under-consumed nutrient like calcium  Serving sizes limited to ½ c

<sup>1</sup> Implementation date for these revised criteria is set for January 1, 2020, which coincides both with the implementation date for the FDA's Nutrition Facts and Supplement Facts Label and Serving Size final rules and the required implementation date of the revised criteria issued by the Children's Food and Beverage Advertising Initiative (CFBAI). Our licensees and partners are encouraged to use these guidelines and criteria beginning January 1, 2019.

Category	Serving Amount	Calories	Sat Fat	Sodium	Added Sugars (AS)	Notes
						+If first ingredient is nut, calorie limit increased to 200 and saturated fat to 2.5g  +If first ingredient is dairy, calorie limit increased to 200 and sat fat to 2g
Cheese and cheese products	LSS	≤ 80	≤ 3 g	≤ 240 mg	≤ 2 g	≥ ½ c dairy equivalent (provides ≥ 10% DV calcium)  For LSS < 1 oz dairy equivalent to be scaled to ≥ 1/2 c dairy equivalent and calcium to ≥ 10% DV
Savory Snacks	LSS	≤ 150+	≤ 1.5 g	≤ 260 mg	≤ 4 g	Savory crackers, snack mixes, pretzels, popcorn  ≥ ½ serving or first ingredient a F/V/D/M/WG or ≥ 10% of an essential nutrient  +If first ingredient is nut ingredient, calorie limit increased to 200 and saturated fat to 2.5g  +If first ingredient is dairy ingredient, calorie limit increased to 200 and sat fat to 2g
Breads	LSS	≤ 150	≤ 1.5 g	≤ 250 mg	≤ 4 g	≥ ½ serving WG, or ≥ 10% DV of an under-consumed nutrient
Cereals	LSS	≤ 200	≤ 1.5 g	≤ 290 mg	≤ 12 g <sup>2</sup>	LSS based on increased RACC (40g) (which is a medium-weight ready-to-eat cereal (RTE)). RTE cereals with 60g RACC may contain ≤ 220 calories and must meet the nutrients to limit criteria and qualify based on WG content or contain ≥ 10% DV of an under-consumed nutrient
Waffles and Pancakes	LSS	≤ 200	≤ 2 g	≤ 360 mg	≤ 10 g	≥ ½ serving WG, or ≥ 10% DV of an under-consumed nutrient

2 The reference amounts customarily consumed (RACCs) for most cereals will significantly increase with implementation of the FDA's 2016 labeling revisions, thereby increasing all labeled nutrients including sodium and added sugars. The CFBAI proportionately scaled its revised criteria in 2018 to reflect the new larger RACCs. While the sodium criteria was increased to 290 mg and total/added sugar criteria increased to 12 g for 40 g RACC, this is a 25% reduction per ounce of sodium and 10% reduction per ounce in total/added sugars from the 2011 criteria, which was based on a 30 g RACC.

Category	Serving Amount	Calories	Sat Fat	Sodium	Added Sugars (AS)	Notes
Pastas (plain)	LSS	≤ 200	0 g	0 mg	No AS	≥ ½ serving WG, or ≥ 10% DV of an under-consumed nutrient
Soups and meal sauces	LSS	≤ 200	≤ 2 g	≤ 470 mg	≤ 4 g	≥ ½ serving of F/V/D/WG or ≥ 10% DV of an under-consumed nutrient  Tomato-based products allowed ≤ 7 g of total added sugars/LSS to include sugars naturally occurring in tomatoes & those added to balance product pH
Fruits and vegetable	LSS	--	--	≤ 35 mg	No AS	No added fats and no added sugars  >1/2 serving of F/V  Aligns with FDA's "very low sodium" definition
Seeds, nuts, and nut butters and spreads	1 oz or 2 tbsp	≤ 220	≤ 3.5 g	≤ 230 mg	≤ 4 g	≥ 1 oz protein equivalent  For LSS < 1 oz or 2 tbsp amounts for protein equivalents and calories, sat fat, sodium and total sugars to be scaled proportionately
Meat, fish, and poultry products	LSS	≤ 120	≤ 2 g	≤ 280 mg	≤ 2 g	≥ 1 oz equivalent of meat, fish, or poultry For LSS ≤ 1 oz calories, sat fat, sodium and total sugars reduced to proportionately
<b>Meals</b>						
Mixed dishes	LSS	≤ 280	≤ 2.5 g	≤ 515 mg	≤ 7 g	≥ ½ serving or first ingredient of F/V/D/WG and ≥ 10% DV of one under-consumed nutrient or ≥ 10% DV of two under-consumed nutrients  Products include casseroles, burritos, pizzas, & sandwiches that do not meet FDA/USDA definition for main dishes  Items that contain ≤ 200 kcal and meet criteria for calories, sat fat, sodium and total added sugars may qualify if they contain ≥ ½ serving of F/V/D/WG or ≥ 10% DV of any essential nutrient

Category	Serving Amount	Calories	Sat Fat	Sodium	Added Sugars (AS)	Notes
Main dishes and entrées	LSS	≤ 350	≤ 10% kcal	≤ 570 mg	≤ 9 g	<p>≥ 1 serving of F/V/D/WG and ≥ 10% DV of one under-consumed nutrient or ≥ ½ serving of F/V/D/WG <u>and</u> ≥ 10% DV of two essential nutrients</p> <p>Items must meet FDA/USDA definition for main dishes</p> <p>If first ingredient is a nut, nut butter or dairy (milk, yogurt, cheese) product, the item may contain up to 15% kcal sat fat of these ingredients reflecting their higher intrinsic sat fat levels</p>
Small meals	LSS	≤ 450	≤ 10% kcal	≤ 570 mg	≤ 14 g	<p>≥ 1½ servings of F/V/D/WG <u>and</u> ≥ 10% DV of one under-consumed nutrient or</p> <p>≥ 1 serving of F/V/D/WG and ≥ 10% DV of two under-consumed essential nutrients</p> <p>Small meals contain multiple items but do not meet FDA/USDA definition for meals</p> <p>Sugars from <u>one</u> qualifying milk/milk substitute, <u>or</u> qualifying yogurt/yogurt-type product, <u>or</u> qualifying fruit (i.e., without added sugars) <u>or</u> qualifying F/V juice are not counted in the 14 g total added sugars limits</p> <p>All other criteria (calorie, sat fat, and sodium limits) must be met</p> <p>If first ingredient is a nut, nut butter or dairy (milk, yogurt, cheese) product, the item may contain up to 15% kcal sat fat of these ingredients reflecting their higher intrinsic sat fat levels</p>
Meals (entrée and other items)	Meal	≤ 600	≤ 10% kcal	≤ 700 mg	≤ 15 g	≥ 2 servings of F/V/D/WG

Category	Serving Amount	Calories	Sat Fat	Sodium	Added Sugars (AS)	Notes
including a beverage)						<p><u>and</u> <math>\geq</math> 10% DV of one under-consumed nutrient</p> <p>Items must meet FDA/USDA definition for meals</p> <p>Sugars from <u>one</u> qualifying milk/milk substitute, <u>or</u> qualifying yogurt/yogurt-type product, <u>or</u> qualifying fruit (i.e., without added sugars) <u>or</u> qualifying F/V juice are not counted in the 20 g total sugars limits</p> <p>All other criteria (calorie, sat fat, and sodium limits) must be met</p>

**Trans fat** - The criteria for trans fat is 0 g labeled for all categories. For foods in the meat and dairy categories served as individual foods or as part of composite dishes or meals (e.g., soups, mixed dishes, entrees, meal-type products), naturally occurring trans fats are excluded.

**Exemptions:** A limited exception may be made for Licensed Products for special occasion foods and limited 100-calorie items such as portion-controlled salty snacks or confectionary items that may be enjoyed during birthdays, holidays or an occasional indulgence.

- Sugar-free mints and gum.
- The following products also are exempt from the nutrient criteria specified above, except as indicated in notes:
  - Fruit products without added sugars;
  - Vegetable products without added fats and which meet FDA regulations for “very low sodium;”
  - Beverages (including bottled waters) that meet FDA regulations for “low calorie” and “very low sodium” (i.e. exempting beverages <40 calories per serving, <35 mg sodium, <5g added sugar per serving) (diet sodas and drinks with added caffeine or herbal supplements are excluded from this exemption).

## **Abbreviations and Glossary**

DV: Daily Value.

Essential Nutrients: Those occurring naturally in foods (or that are added to foods to meet standards of identity or to restore nutrients lost in processing), and for which a DV has been established. If fortification is used to meet the criteria, the nutrient must be a DGA 2010 nutrient of concern (calcium, fiber, potassium, vitamin D) or a nutrient that is required to be listed on the Nutrition Facts Panel (iron, vitamins A & C).

F/V/D/WG: Any combination of fruits, vegetables, non/low-fat dairy, and/or whole grains.

LSS: Labeled serving size.

NA: Not applicable.

Qualifying F/V Juice: Any fruit or vegetable juice or blend that contains no added sugars that meets the category requirements for juice.

Qualifying Flavored Milk/Milk Substitute/Yogurt/Yogurt-type Product: These are products that meet the criteria for milk/milk substitutes, or yogurt/yogurt-type products.

RACC: Reference amount customarily consumed.

Serving(s): See USDA Food Group Serving Equivalents.

Total Sugars: Include naturally occurring and added sugars.

Under-consumed nutrients: The 2015 DGA recognize certain nutrients as “under-consumed” because they are widely consumed in amounts below the Estimated Average Requirement or Adequate Intake levels (2015 DGA, Chapter 2, Page 60). Under-consumed nutrients identified in the 2015 DGA are calcium, choline, fiber, iron, magnesium, potassium, and Vitamins A, C, D and E.