

Annie's Company FACTS

Family Brand: *Bunnies*

Annie's Bunnies include five varieties. Bunny Love and Honey Bunnies rank highest in overall nutritional quality, while Cocoa and Vanilla Bunnies, Cinna Bunnies and Fruity Bunnies are slightly less healthy. Annie's cereals do not contain food dyes or artificial sweeteners. Annie's cereals occupy a very small share of supermarket shelf space and have very little advertising. Collectively, however, Annie's cereals rank Number 1 for child health and ingredient claims on the package, averaging 4.2 claims per box.

Nutrition Facts:

Overall Nutrition Score: 50.8 . . . **Company Ranking: 4 of 9**

Brand Ranking: 11 of 43

NUTRITION OVERVIEW*

Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
Bunny Love	58	7%	10%	600	No	No	----
Cocoa and Vanilla Bunnies	46	25%	3%	594	No	No	----
Cinna Bunnies	46	27%	3%	600	No	No	----
Fruity Bunnies	46	30%	3%	533	No	No	----
Honey Bunnies	54	22%	6%	500	No	No	----

*As of May 31, 2009

Marketing Facts:

Total advertising spending (\$000): None

TELEVISION ADVERTISING

Television advertising exposure: None

INTERNET MARKETING

Child-targeted website: None

Child-targeted banner ads: None

IN-STORE MARKETING

SHELF SPACE*

Cereal	Total Share of Shelf	% of Stores Stocking	Avg # Facings Per Store	Ranking
Company: Annie's	0.30%	34%	3.1	Company: 9 of 9
Brand: Bunnies	0.30%	34%	3.1	Brand: 26 of 43

*From 05/09 to 06/09

IN-STORE MARKETING*

Cereal	Displays		Promotions		Ranking
	% of Stores with Display	Avg # Displays per Store	% Stores with Promotions	Avg # Promotions per Store	
Company: Annie's	0%	0	6%	4.2	Company: 9 of 9
Brand: Bunnies	0%	0	6%	4.2	Brand: 38 of 43

*From 05/09 to 06/09

PRODUCT PACKAGING*

HEALTH FEATURES ON THE BOX

Cereal	Ingredient Claims		Health Claims		Health URLs	Ranking
	% of Boxes	Claims per Box	% of Boxes	Claims per Box	% of Boxes	
Company: Annie's	100%	4.2	0%	0	0%	Company: 1 of 9
Brand: Bunnies	100%	4.2	0%	0	0%	Brand: 2 of 43

CHILD ENGAGEMENT FEATURES ON THE BOX

Cereal	Child Features		Promotions	Game URLs	Ranking
	% of Boxes	Features per Box	% of Boxes	% of Boxes	
Company: Annie's	78%	1.0	0%	0%	Company: 6 of 9
Brand: Bunnies	78%	1.0	0%	0%	Brand: 24 of 43

*From 10/08 to 03/09