

# Annie's Company FACTS

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Family Brand: Bunnies

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Annie's Bunnies include five varieties. Bunny Love and Cinna Bunnies were discontinued since 2008 and Cinnamon Roll Bunny O's and Organic Bunny O's were introduced as new varieties. Organic Bunny O's ranks highest in overall nutrition quality. The company did not advertise in 2008 and continued to refrain from doing so in 2011.

## Nutrition Facts:

Overall Nutrition Score: 53

Company Ranking: 4 of 9

Cereal	Overall nutrition score	Serving size (g)	Sugar (g)	Fiber (g)	Sodium (mg)	CFBAI approved*
Cocoa and Vanilla Bunnies	50	29	8	1	85	
Fruity Bunnies	50	29	7	1	85	
Honey Bunnies	52	29	7	1	90	
Cinnamon Roll Bunny O's	50	29	7	1	85	
Organic Bunny O's	64	29	2	1	110	

\*April 2012

## Marketing Facts:

Advertising spending and TV ad exposure: 2011

*None.*

Other media exposure: 2011

*None.*