

# Barbara's Bakery Company FACTS

Family Brands: *Puffins, Organic Wild Puffs*

Barbara's Bakery cereals are targeted to parents and include four varieties of Puffins cereals and four varieties of Organic Wild Puffs. Both Organic Wild Puffs and Puffins rank among the top ten cereal brands based on nutrition. The cereals contain no food dyes and have relatively low sugar content. Organic Wild Puffs cereals have the most child health and ingredient claims on the box. There is very little advertising for Barbara's Bakery's cereals.

## Nutrition Facts:

Overall Nutrition Score:

Barbara's Bakery: 51.4 . . . . . **Company Ranking: 2 of 9**

Organic Wild Puffs: 58.0 . . . . . **Brand Ranking: 2 of 43**

Puffins: 51.4 . . . . . **Brand Ranking: 10 of 43**

### NUTRITION OVERVIEW\*

Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
Puffins Cinnamon	54	20%	20%	500	No	No	----
Puffins Honey Rice	56	20%	7%	417	No	No	----
Puffins Peanut Butter	46	20%	7%	767	No	No	----
Puffins Original	50	19%	19%	704	No	No	----
Organic Wild Puffs Fruit Medley	58	23%	10%	267	No	No	----

\*As of May 31, 2009

## Marketing Facts:

Total advertising spending (\$000):

Barbara's Bakery: \$1,029.3 . . . . **Company Ranking: 6 of 9**

Puffins: \$944.7 . . . . . **Brand Ranking: 19 of 43**

Organic Wild Puffs: None

## INTERNET MARKETING

Child-targeted website: None

Child-targeted banner ads: None

## TELEVISION ADVERTISING

Television advertising exposure:

### AVERAGE ADS VIEWED BY AGE\*

Cereal	Children		Child to Adult Viewing Ratio	Adolescents		Ranking
	2-5 Years	6-11 Years		12-17 Years	Teen to Adult Viewing Ratio	
Company:						
Barbara's Bakery	<1	<1	0.2	<1	0.3	<b>Company: 5 of 9</b>
Brand: Puffins	<1	<1	0.2	<1	0.3	<b>Brand: 21 of 43</b>

\*From 1/1/08 to 3/31/09

## IN-STORE MARKETING

### SHELF SPACE\*

Cereal	Total Share of Shelf	% of Stores Stocking	Avg # Facings Per Store	Ranking
Company: Barbara's Bakery	0.8%	62%	6.5	<b>Company: 8 of 9</b>
Brand: Organic Wild Puffs	0.11%	14%	5.5	<b>Brand: 36 of 43</b>
Brand: Puffins	0.64%	56%	4.2	<b>Brand: 22 of 43</b>

\*From 05/09 to 06/09

## IN-STORE MARKETING continued

IN-STORE MARKETING*					
Cereal	Displays		Promotions		
	% of Stores with Display	Avg # Displays per Store	% Stores with Promotions	Avg # Promotions per Store	Ranking
Company: Barbara's Bakery	5%	3.0	24%	5.8	Company: 8 of 9
Brand: Organic Wild Puffs	0%	0	10%	3.1	Brand: 37 of 43
Brand: Puffins	5%	2.3	18%	2.9	Brand: 27 of 43

\*From 05/09 to 06/09

## PRODUCT PACKAGING\*

HEALTH FEATURES ON THE BOX						
Cereal	Ingredient Claims		Health Claims		Health URLs	
	% of Boxes	Claims per Box	% of Boxes	Claims per Box	% of Boxes	Ranking
Company: Barbara's Bakery	90%	2.8	0%	0	0%	Company: 3 of 9
Brand: Organic Wild Puffs	100%	5.0	0%	0	0%	Brand: 1 of 43
Brand: Puffins	90%	2.3	0%	0	0%	Brand: 18 of 43

CHILD ENGAGEMENT FEATURES ON THE BOX					
Cereal	Child Features		Promotions	Game URLs	
	% of Boxes	Features per Box	% of Boxes	% of Boxes	Ranking
Company: Barbara's Bakery	9%	1.0	55%	0%	Company: 8 of 9
Brand: Organic Wild Puffs	100%	1.0	0%	0%	Brand: 21 of 43
Brand: Puffins	0%	0	60%	0%	Brand: 27 of 43

\*\*From 10/08 to 03/09