

Barbara's Bakery Company FACTS

Family Brands: Puffins, Puffins Puffs, Shredded Oats Cinnamon Crunch

Barbara's Bakery did not market directly to children, but rather to their parents. The company ranks third best for overall nutrition. Organic Wild Puffs was rebranded since 2008 as Puffins Puffs. Only the Puffins brand spent any money on marketing, and on TV only.

Nutrition Facts:

Overall Nutrition Score: 56

Company Ranking: 3 of 9

Cereal	Overall nutrition score	Serving size (g)	Sugar (g)	Fiber (g)	Sodium (mg)	CFBAI approved*
Puffins						
Original	50	27	5	5	190	
Cinnamon	56	30	6	6	150	
Honey Rice	68	30	6	3	80	
Multigrain	68	30	6	3	80	
Peanut Butter	46	30	6	2	230	
Peanut Butter and Chocolate	58	30	6	3	105	
Puffins Puffs						
Crunchy Cocoa	58	30	7	3	80	
Fruit Medley	54	30	7	1	80	
Shredded Oats Cinnamon Crunch	50	55	15	4	220	

*April 2012

Marketing Facts:

Advertising spending and TV ad exposure: 2011

Cereal	Advertising spending (000)			Average number of ads viewed			Child:adult targeted ratio
	Total	Television	Other media	2-5 yrs.	6-11 yrs.	12-17 yrs.	
Puffins	\$523	\$521	\$2	<1	<1	<1	

Other media exposure: 2011

None