

Cap'n Crunch *FACTS*

Company: *Quaker*
 Marketed directly to children: *YES*
 FACTS Index: 67

NUTRITION FACTS:

Overall Nutrition Score: 36.6

Ranking: 38 of 43

Nutrition Overview*							
Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
<i>Peanut Butter Crunch</i>	32	33%	4%	741	No	No	No
<i>Crunchberries</i>	30	46%	4%	692	No	No	Yes
<i>(Regular)</i>	44	44%	4%	741	No	No	Yes

*As of May 31, 2009

MARKETING FACTS:

Total advertising spending (\$000): \$278.10

Ranking: 20

TELEVISION ADVERTISING

Television advertising exposure: *None*

INTERNET MARKETING

Child-targeted website: *CapnCrunch.com**

*Due to low volume, no exposure data available

Child-targeted banner ad exposure: *None*

IN-STORE MARKETING*

Total share of shelf: 2.17%

Ranking: 6

In-store displays and promotions:

Ranking: 10

Shelf Space		Displays		Promotions	
% of stores stocking	Avg # facings per store	% stores with display	Avg # displays per store	% stores with promotions	Avg # promotions per store
94%	8.9	28%	4.3	68%	7.9

* From 05/09 to 06/09

PRODUCT PACKAGING*

Health features on the box:

Ranking: 33

Ingredient Claims		Health Claims		Health URLs
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
0%	0	0%	0	0%

Child engagement features on the box:

Ranking: 5

Child Features		Promotions	Games URL
% of boxes	Features per box	% of boxes	% of boxes
100%	2.0	0%	44%

* From 10/08 to 3/09