

Cap'n Crunch FACTS

Company: *Quaker* ■ Marketed directly to children: *Yes* ■ FACTS Index: *67*

Cap'n Crunch includes three varieties, all of which are low in nutritional quality. Regular Cap'n Crunch and Cap'n Crunch with Crunchberries are approved to be marketed to children under the CBBB, but Peanut Butter Cap'n Crunch is not. Cap'n Crunch with Crunchberries is tied as the least nutritious cereal marketed to children. During the time period investigated, Cap'n Crunch did not advertise on television or on the internet. However, since then, Cap'n Crunch has launched a new website for children, CapnCrunch.com and its packaging contains features that can be used to access different parts of the website.

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
Peanut Butter Crunch	32	33%	4%	741	No	No	No
Crunchberries	30	46%	4%	692	No	No	Yes
(Regular)	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*

Child-targeted banner ad exposure: None

* Due to low volume, no exposure data available.

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 displays	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%

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

Key Developments:

- ▶ **April 2009** – Cap'n Crunch launches a new website (CapnCrunch.com).
- ▶ **August 2009** – Cap'n Crunch launches a sweepstakes found on the inside of cereal boxes to win unique animal experiences at SeaWorld.
- ▶ **August 2009** – Cap'n Crunch launches a new cereal: Race Car Crunch.