

Cheerios *FACTS*

*Excluding Honey Nut Cheerios

Company: *General Mills*
 Marketed directly to children: *NO*
 FACTS Index: 56

NUTRITION FACTS:

Overall Nutrition Score: 51.6

Ranking: 9 of 43

Nutrition Overview*							
Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
<i>Apple Cinnamon</i>	44	40%	3%	400	No	No	----
<i>Banana Nut</i>	42	32%	4%	571	No	No	----
<i>Berry Burst</i>	48	30%	7%	630	No	No	----
<i>Frosted</i>	46	36%	7%	607	No	No	----
<i>Fruity</i>	48	33%	7%	500	<i>Red 40, Yellow 6, Blue 1</i>	No	----
<i>Multigrain</i>	50	21%	10%	690	No	No	----
<i>Oat Cluster Crunch</i>	50	30%	7%	500	No	No	----
<i>(Regular)</i>	58	4%	11%	679	No	No	----
<i>Yogurt Burst Strawberry</i>	46	30%	7%	600	No	No	----
<i>Yogurt Burst Vanilla</i>	46	30%	7%	600	No	No	----

*As of May 31, 2009

MARKETING FACTS:

Total advertising spending (\$000): \$95,350

Ranking: 1

TELEVISION ADVERTISING

Television advertising exposure:

Ranking: 15

Average Ads Viewed by Age*				
Children			Adolescents	
2-5 years	6-11 years	Child to adult viewing ratio	12-17 years	Teen to adult viewing ratio
15	19	0.4	17	0.6

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

INTERNET MARKETING*

Child-targeted website exposure:

Ranking: 8

- *Cheerios.com*

Website Exposure*			
Avg unique visitors per month: Age 2-11 (000)	Avg unique visitors per month: Age 12-17 (000)	Avg times visited per month	Avg minutes per visit
14.7	9.4	1.2	1.8

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

Child-targeted banner ad exposure: *None*

IN-STORE MARKETING*

Total share of shelf: 5.51%

Ranking: 1

In-store displays and promotions:

Ranking: 5

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
98%	24.3	56%	2.6	86%	9.1

* From 05/09 to 06/09

PRODUCT PACKAGING*

Health features on the box

Ranking: 11

Ingredient Claims		Health Claims		Health URLs
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
100.0%	2.0	34.5%	0.3	96.6%

Child engagement features on the box

Ranking: 28

Child Features		Promotions	Games URL
% of boxes	Features per box	% of boxes	% of boxes
20.7%	1.0	24.1%	10.3%

* From 10/08 to 3/09