

Cinnamon Toast Crunch **FACTS**

Company: *General Mills*
 Marketed directly to children: *YES*
 FACTS Index: 14

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>Reduced Sugar</i>	58	7%	10%	567	No	Sucralose	Yes
<i>(Regular)</i>	36	32%	3%	710	No	No	Yes

*As of May 31, 2009

MARKETING FACTS:

Total advertising spending (\$000): \$16,134.70

Ranking: 6

TELEVISION ADVERTISING

Television advertising exposure:

Ranking: 1

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
75	82	4.0	39	2.0

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

INTERNET MARKETING

Child-targeted website: *None*

Child-targeted banner ads: *Featured in Millsberry.com banner ads*

IN-STORE MARKETING*

Total share of shelf: 1.47%

Ranking: 11

In-store displays and promotions:

Ranking: 8

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
95%	7.7	33%	1.6	68%	3.0

* From 05/09 to 06/09

PRODUCT PACKAGING*

Health features on the box:

Ranking: 7

Ingredient Claims		Health Claims		Health URLs
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
100.0%	2.7	0.0%	0	83.3%

Child engagement features on the box:

Ranking: 17

Child Features		Promotions	Games URL
% of boxes	Features per box	% of boxes	% of boxes
50.0%	1.0	50.0%	50.0%

* From 10/08 to 3/09