

Cinnamon Toast Crunch FACTS

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

Cinnamon Toast Crunch earns one of the lowest nutrition scores. However, it is among the brands that markets most to children: children see more television ads for Cinnamon Toast Crunch than any other cereal and it ranks among the top quartile of cereals for share of shelf and in-store marketing. The brand is featured in banner ads as well. Despite its low nutrition ranking, Cinnamon Toast Crunch has one of the highest rates of health features on its packaging.

Nutrition Facts:

Overall Nutrition Score: 36.6 Ranking: **38 of 48**

NUTRITION OVERVIEW*

Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
Reduced Sugar	58	7%	10%	567	No	Sucralose	Yes
(Regular)	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 AND DEMOGRAPHICS*

Children		Adolescents		
2-5 years	6-11 years	Child/Adult viewing ratio	12-17 years	Teens/adults 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: Appeared 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 displays	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%