

Froot Loops *FACTS*

Company: Kellogg
 Marketed directly to children: YES
 FACTS Index: 43

NUTRITION FACTS:

Overall Nutrition Score: 38.0

Ranking: 33 of 43

Nutrition Overview*							
Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
<i>Fruity Golden Bars</i>	38	41%	3%	465	<i>Red 40, Yellow 5 & 6, Blues 1 & 2</i>	No	Yes
<i>Marshmallows</i>	38	53%	3%	367	<i>Red 40, Yellow 5 & 6, Blues 1 & 2</i>	No	----
<i>Reduced Sugar</i>	42	31%	3%	563	<i>Red 40, Yellow 6, Blues 1 & 2</i>	No	Yes
<i>(Regular)</i>	38	41%	3%	466	<i>Red 40, Yellow 6, Blues 1 & 2</i>	No	Yes
<i>Smoothie</i>	3386	39%	4%	429	<i>Red 40, Yellow 6, Blues 1 & 2</i>	No	Yes

*As of May 31, 2009

MARKETING FACTS:

Total advertising spending (\$000): \$8,605.90

Ranking: 12

TELEVISION ADVERTISING

Television advertising exposure:

Ranking: 11

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
40	43	6.4	18	2.8

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

INTERNET MARKETING*

Child-targeted website exposure:

- FrootLoops.com

Ranking: 4

Child-targeted banner ad exposure:

Ranking: 7

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
42.7	17.2	1.3	1.6

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

Banner Ad Exposure*		
Avg unique viewers per month (000)	Avg ads viewed per month	% of advviews on youth website
3,072	2.6	81%

* From 10/01/08 to 3/31/09

IN-STORE MARKETING*

Total share of shelf: 1.94%

Ranking: 8

In-store displays and promotions:

Ranking: 2

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
96%	14.4	57%	2.0	90%	3.8

* From 05/09 to 06/09

PRODUCT PACKAGING*

Health features on the box:

Ranking: 25

Ingredient Claims		Health Claims		Health URLs
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
71%	0.7	0%	0	14%

Child engagement features on the box:

Ranking: 6

Child Features		Promotions	Games URL
% of boxes	Features per box	% of boxes	% of boxes
100%	1.3	43%	71%

* From 10/08 to 3/09