

Unadvertised General Mills Cereal *FACTS*

Company: *General Mills*
Marketed directly to children: *No*

NUTRITION FACTS:

Nutrition Overview*								
Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved	Ranking (out of 43)
<i>Count Chocula</i>	38	44%	4%	593	<i>Red 40, Yellow 5 & 6, Blue 1</i>	<i>No</i>	----	32
<i>Dora the Explorer</i>	50	22%	11%	667	<i>No</i>	<i>No</i>	----	13
<i>Golden Grahams</i>	36	32%	3%	871	<i>No</i>	<i>No</i>	----	39
<i>Kix</i>	54	10%	10%	700	<i>No</i>	<i>No</i>	----	7
<i>Berry Berry Kix</i>	48	31%	4%	692	<i>Red 40, Blue 1</i>	<i>No</i>	----	----
<i>Honey Kix</i>	50	18%	9%	970	<i>No</i>	<i>No</i>	----	----

*As of May 31, 2009

MARKETING FACTS:

Total advertising spending (\$000): *N/A*

TELEVISION ADVERTISING

Television advertising exposure: *None*

INTERNET MARKETING

Child-targeted website: *None*

Child-targeted banner ads: *None*

IN-STORE MARKETING

Shelf Space*				
Cereal	Total Share of Shelf	% of stores stocking	Avg # facings per store	Ranking
<i>Count Chocula</i>	0.04%	11%	1.5	41
<i>Dora the Explorer</i>	0.06%	12%	2.0	40
<i>Golden Grahams</i>	0.83%	92%	3.3	19
<i>Kix</i>	1.36%	95%	7.3	14

* From 05/09 to 06/09

In-Store Marketing*					
Cereal Brand	Displays		Promotions		Ranking
	% stores with display	Avg # displays per store	% stores with promotions	Avg # promotions per store	
<i>Count Chocula</i>	0%	0	6%	2.4	39
<i>Dora the Explorer</i>	0%	0	3%	1.0	42
<i>Golden Grahams</i>	33%	1.6	67%	2.6	11
<i>Kix</i>	15%	1.5	51%	4.1	20

* From 05/09 to 06/09

PRODUCT PACKAGING

Health Features On The Box						
Cereal Brand	Ingredient Claims		Health Claims		Health URLs	Ranking
	% of boxes	Claims per box	% of boxes	Claims per box	% of boxes	
<i>Golden Grahams</i>	100%	2.8	0%	0	75%	5
<i>Kix</i>	75%	2.1	0%	0	75%	9

Child Engagement Features On The Box					
Cereal	Child features		Promotions	Game URLs	Ranking
	% of boxes	Features per box	% of boxes	% of boxes	
<i>Golden Grahams</i>	75%	1.0	25%	75%	14
<i>Kix</i>	13%	1.0	13%	50%	25