

Kashi Company FACTS

Child Brands: *Honey Sunshine, Mighty Bites*

Kashi includes two family cereals, neither is advertised to children. Kashi is ranked as the healthiest cereal company overall. Kashi's two family cereals rank within the top three cereals for nutrition and have low sugar content. Kashi is owned by Kellogg; however, this is not indicated on their packaging.

Nutrition Facts:

Overall Nutrition Score: 56.0 **Ranking: 1 of 9**

NUTRITION OVERVIEW*

Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved	Ranking (out of 43)
Honey Sunshine	56	20%	20%	450	No	No	----	3
Mighty Bites	56	15%	9%	485	No	No	----	3

*As of May 31, 2009

Marketing Facts:

Total advertising spending (\$000): None

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
Company: Kashi	0.30%	98%	1.7	Company: 5 of 9
Brand: Honey Sunshine	0.23%	56%	1.5	Brand: 28 of 43
Brand: Mighty Bites	0.03%	8%	1.6	Brand: 43 of 43

*From 05/09 to 06/09

IN-STORE MARKETING*

Cereal	Displays		Promotions		Ranking
	% of Stores with Display	Avg # Displays per Store	% Stores with Promotions	Avg # Promotions per Store	
Company: Kashi	0%	0	33%	2.9	Company: 5 of 9
Brand: Honey Sunshine	0%	0	33%	2.7	Brand: 24 of 43
Brand: Mighty Bites	0%	0	3%	2.0	Brand: 43 of 43

*From 05/09 to 06/09

PRODUCT PACKAGING*

HEALTH FEATURES ON THE BOX

Cereal	Ingredient Claims		Health Claims		Health URLs	Ranking
	% of Boxes	Claims per Box	% of Boxes	Claims per Box	% of Boxes	
Company: Kashi	100%	2.0	33%	1.0	0%	Company: 5 of 9
Brand: Honey Sunshine	100%	2.0	0%	0	0%	Brand: 19 of 43
Brand: Mighty Bites	100%	2.0	50%	1.0	0%	Brand: 14 of 43

PRODUCT PACKAGING* continued**CHILD ENGAGEMENT FEATURES ON THE BOX**

Cereal	Child Features		Promotions	Game URLs	Ranking
	% of Boxes	Features per Box	% of Boxes	% of Boxes	
Company: Kashi	67%	1.0	0%	0%	Company: 7 of 9
Brand: Honey Sunshine	0%	0	0%	0%	Brand: 30 of 43
Brand: Mighty Bites	100%	1.0	0%	0%	Brand: 21 of 43

*From 10/08 to 03/09