

Nature's Path Company FACTS

Family Brands: Envirokidz Organic

Nature's Path Envirokidz Organic brand remains relatively unchanged since 2008. The company discontinued Penguin Puffs and only participated in non-traditional marketing in 2011 with a Facebook page and YouTube video.

Nutrition Facts:

Overall Nutrition Score: 51

Company Ranking: 6 of 9

Cereal	Overall nutrition score	Serving size (g)	Sugar (g)	Fiber (g)	Sodium (mg)	CFBAI approved*
Envirokidz Organic						
Amazon Frosted Flakes	54	30	7	2	120	
Gorilla Munch	54	30	9	2	100	
Koala Crisp	48	30	9	1	135	
Leapin Lemurs	54	30	8	2	115	
Peanut Butter Panda Puffs	44	30	12	1	95	

*April 2012

Marketing Facts:

Company Ranking: Only advertised in non-traditional media.

Advertising spending and TV ad exposure: 2011

None.

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Marketing Facts:

Company Ranking: 2 of 4

Other media exposure: 2011

	Internet advertising (monthly average)					
	Website unique visitors (000)		Ad views on youth websites 000	Social media		
	2-11 years	12-17 years		Facebook likes	Twitter followers	YouTube views
Cereal						
Envirokidz Organic				950		14,137