

Post Company FACTS

Child Brands: Honeycomb, Pebbles

Family Brands: Alpha Bits, Golden Crisp, Raisin Bran, Waffle Crisp

The company ranked lowest in nutrition overall for 2011. Fiber was removed from many of its Pebbles products. The company joined the CFBAI in 2009 and designated two child brands as healthier choices for children; Honeycomb and Pebbles. The company also introduced two new Pebbles varieties since 2008: Marshmallow and Boulders Chocolate Peanut Butter.

Nutrition Facts:

Overall Nutrition Score: 39

Company Ranking: 9 of 9

Cereal	Overall nutrition score	Serving size (g)	Sugar (g)	Fiber (g)	Sodium (mg)	CFBAI approved*
Honeycomb	40	32	10	1	180	✓
Pebbles						
Fruity	26	30	11	0	190	✓
Cocoa	26	30	11	0	190	✓
Marshmallow	28	27	10	0	180	✓
Boulders	50	27	8	2	80	✓
Alpha Bits	44	28	10	2	180	✓
Golden Crisp	46	27	14	1	25	
Raisin Bran	50	59	19	8	250	
Waffle Crisp	44	30	12	1	115	

*April 2012

Post Company FACTS

Marketing Facts:

Company Ranking: 3 of 4

Advertising spending and TV ad exposure: 2011

Cereal	Advertising spending (000)			Average number of ads viewed			Child:adult targeted ratio
	Total	Television	Other media	2-5 years	6-11 years	12-17 years	
Pebbles	\$13,632	\$6,733	\$6,899	33	52	22	6.4

Other media exposure: 2011

Cereal	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
Pebbles	25.1	21.5	2,581	69,295*		

*Page does not appear to be company sponsored