

Quaker Company FACTS

Family Brands: Cap'n Crunch, Life, Life Crunchtime

Quaker ranks second worst in overall nutrition. Quaker began marketing Cap'n Crunch as a family brand—the company replaced its purely child-targeted website with an adult-themed one that contained some child-friendly content. Quaker added a new brand to its portfolio, Life Crunchtime, which ranks highest in nutrition. Quaker participated in the least amount of marketing among the top four cereal companies.

Nutrition Facts:

Overall Nutrition Score: 43

Company Ranking: 8 of 9

Cereal	Overall nutrition score	Serving Size (g)	Sugar (g)	Fiber (g)	Sodium (mg)	CFBAI approved*
Cap'n Crunch						
Original	28	27	12	1	200	
Chocolatey Crunch	38	27	11	1	125	
OOPS! All Berries	30	32	15	1	210	
Peanut Butter Crunch	32	27	9	1	200	
With Crunchberries	28	26	11	1	190	
Life						
Original	54	32	6	2	160	
Cinnamon	52	32	8	2	150	
Maple & Brown Sugar	52	32	8	2	150	
Life Crunchtime						
Strawberry	58	32	6	6	90	
Apple Cinnamon	58	32	7	6	90	

*April 2012

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Marketing Facts:

Company Ranking: 4 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	
Cap'n Crunch	\$73		\$73			
Life	\$83		\$83			

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
Cap'n Crunch				59,232	4,398	
Life				2,109		