

# Reese's Puffs *FACTS*

Company: *General Mills*  
 Marketed directly to children: *YES*  
 FACTS Index: 32

## NUTRITION FACTS:

Overall Nutrition Score: 34.0

**Ranking: 43 of 43**

Nutrition Overview*							
Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
<i>Reese's Puffs</i>	34	41%	3%	621	<i>Red 40, Yellows 5 &amp; 6, Blue 1</i>	<i>No</i>	<i>Yes</i>

\*As of May 31, 2009

## MARKETING FACTS:

Total advertising spending (\$000): \$7,208.01

**Ranking: 15**

## TELEVISION ADVERTISING

Television advertising exposure:

**Ranking: 9**

Average Ads Viewed by Age *				
Children			Adolescents	
2-5 years	6-11 years	Child to adult viewing ratio	12-17 years	Teen to adult viewing ratio
47	52	7.1	22	3.1

\*From 1/1/08 to 3/31/09

## INTERNET MARKETING\*

Child-targeted website exposure:

**Ranking: 5**

- *ReesesPuffs.com*

Child-targeted banner ad exposure:

**Ranking: 2**

Website Exposure*			
Avg unique visitors per month: Age 2-11 (000)	Avg unique visitors per month: Age 12-17 (000)	Avg times visited per month	Avg minutes per visit
27.0	17.7	1.1	3.6

\* From 1/1/08 to 3/31/09

Banner Ad Exposure*		
Avg unique viewers per month (000)	Avg ads viewed per month	% of advIEWS on youth website
4,382	13.8	83%

\* From 10/01/08 to 3/31/09

### IN-STORE MARKETING\*

Total share of shelf: 0.81%

**Ranking: 20**

In-store displays and promotions:

**Ranking: 22**

Shelf Space		Displays		Promotions	
% of stores stocking	Avg # facings per store	% stores with display	Avg # displays per store	% stores with promotions	Avg # promotions per store
93%	3.3	11%	1.1	45%	2.5

\* From 05/09 to 06/09

### PRODUCT PACKAGING\*

Health features on the box:

**Ranking: 8**

Ingredient Claims		Health Claims		Health URLs
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
100.0%	2.5	0.0%	0	75.0%

Child engagement features on the box

**Ranking: 18**

Child Features		Promotions	Games URL
% of boxes	Features per box	% of boxes	% of boxes
75.0%	1.0	0.0%	75.0%

\* From 10/08 to 3/09