



MOONBUG

NUTRITIONAL GUIDELINES – EXTERNAL

Food and Beverage Guidelines Overview

- Moonbug Entertainment follows the Children's Food & Beverage Advertising Initiative (CFBAI)'s uniform nutrition criteria, to help set limits on calories, saturated fats, sodium, and added sugars.
- CFBAI's Mission is to improve the landscape of food advertising to children.
- Voluntary participants commit to not advertising foods or beverages to children that do not meet CFBAI's Uniform Nutrition Criteria
- Participants include 21 of the leading F&B companies (General Mills, Kraft Heinz, Coca-Cola, Danone, etc.)
- A table of CFBAI's uniform nutrition criteria is included in the next slides. This will be updated from time to time in line with their revisions.
- Process for licensees to follow are as follows:

At negotiation Commercial team will request information to confirm proposed licensed product is compliant with CFBAI criteria.



Contract issued will reference criteria and our system will flag products included with requirement for compliance.



Upon Submission for approval
Licensees review nutrition panels against CFBAI on concept stage and confirm compliant in the submission form on Flowhaven.

EXCLUDED from criteria:

Treats & Occasion items including but not limited to:
chocolate; candy; marshmallow; cakes; biscuits; ice cream; lollies; frozen; hard candy; or chilled desserts.

CFBAI Uniform Nutrition Criteria

Product Category	Unit	Nutrients to Limit				Nutrition Components to Encourage	Notes
		Calories	Sat Fat	Sodium	Added Sugars		
1. Juices	LSS (max 8 oz)	—	0 g	≤ 105 mg	No added sugars	≤ 6 oz maximum 100% F/V juice	<ul style="list-style-type: none"> – A serving must contain 100% F/V juice or F/V juice blends OR 100% F/V juice diluted with water only; with or without carbonation – A serving must contain no more than 6 fl oz 100% juice – Sugars limited to those naturally occurring in F/V
2. Milks	8 fl oz	≤ 150	≤ 2 g	≤ 200 mg	≤ 10 g	1 c dairy <u>and</u> ≥ 10% DV calcium	<ul style="list-style-type: none"> – For LSS < 8 fl oz, NTL & NCTE to be proportionately lower
3. Yogurts and Yogurt-Type Products	6 oz	≤ 170	≤ 2 g	≤ 140 mg	≤ 18 g	≥ ½ c dairy <u>and</u> ≥ 10% DV calcium	<ul style="list-style-type: none"> – For LSS < 6 oz, NTL & NCTE to be proportionately lower
4. Cheese and Cheese Products	LSS	≤ 80	≤ 3 g	≤ 240 mg	≤ 2 g	≥ ½ c dairy equivalent <u>and</u> ≥ 10% DV calcium	<ul style="list-style-type: none"> – For LSS < 1 oz, NCTE to be scaled to ≥ ½ c dairy equivalent and ≥ 10% DV calcium
5. Cereals	LSS	≤ 200	≤ 1.5 g	≤ 290 mg	≤ 12 g	≥ ½ serving of WG <u>or</u> ≥ 10% DV of an under-consumed nutrient	<ul style="list-style-type: none"> – LSS based on increased RACC (40 g) – RTE cereals with 60 g RACC may contain ≤ 220 calories and must meet the NTL criteria (≤ 1.5 g sat fat, 0 g labeled <i>trans</i> fat, ≤ 290 mg sodium and ≤ 12 g added sugars) and qualify based on WG content or contain ≥ 10% DV of an under-consumed nutrient
6a. Savory Snacks	LSS	≤ 150	≤ 1.5 g	≤ 260 mg	≤ 4 g	≥ ½ serving or first ingredient a F/V/D/M/WG <u>or</u> ≥ 10% of an essential nutrient	<ul style="list-style-type: none"> – If the first ingredient is a nut, the item may contain ≤ 200 calories and ≤ 2.5 g sat fat – If the first ingredient is dairy (milk, yogurt, cheese), the item may contain ≤ 200 calories and ≤ 2 g sat fat
6b. Sweet Snacks	LSS	≤ 150	≤ 1.5 g	≤ 200 mg	≤ 9 g	≥ ½ serving or first ingredient a F/V/D/M/WG <u>or</u> ≥ 10% DV of an under-consumed nutrient	<ul style="list-style-type: none"> – If the first ingredient is a nut, the item may contain ≤ 200 calories and ≤ 2.5 g sat fat – If the first ingredient is dairy (milk, yogurt, cheese), the item may contain ≤ 200 calories and ≤ 2 g sat fat
7. Waffles and Pancakes	LSS	≤ 200	≤ 2 g	≤ 360 mg	≤ 10 g	≥ ½ serving WG <u>or</u> ≥ 10% DV of an under-consumed nutrient	
8. Breads	LSS	≤ 150	≤ 1.5 g	≤ 250 mg	≤ 4 g	≥ ½ serving WG <u>or</u> ≥ 10% DV of an under-consumed nutrient	

CFBAI Uniform Nutrition Criteria (continued)

Product Category	Unit	Nutrients to Limit				Nutrition Components to Encourage	Notes
		Calories	Sat Fat	Sodium	Added Sugars		
9. Pastas (plain)	LSS (max 8 oz)	≤ 200	0 g	0 mg	No added sugars	≥ ½ serving WG <u>or</u> ≥ 10% DV of an under-consumed nutrient	
10. Fruits and Vegetables	LSS (max 8 oz)	—	No added fats	Very low sodium	No added sugars	≥ ½ serving of F/V	
11. Seeds, Nuts, and Nut Butters and Spreads	1 oz or 2 Tbsp	≤ 220	≤ 3.5 g	≤ 230 mg	≤ 4 g	≥ 1 oz meat equivalent	– For LSS < 1 oz or 2 Tbsp, NTL & NCTE to be scaled proportionately
12. Meat, Fish, and Poultry Products	LSS	≤ 120	≤ 2 g	≤ 280 mg	≤ 2 g	≥ 1 oz meat equivalent	– For LSS ≤ 1 oz, NTL to be proportionately lower
13. Soups and Meal Sauces	LSS	≤ 200	≤ 2 g	≤ 470 mg	≤ 4 g	≥ ½ serving a F/V/D/M/WG <u>or</u> ≥ 10% DV of an under-consumed nutrient	– Tomato-based products allowed to have 7 g added sugars to balance pH
14. Mixed Dishes	LSS	≤ 280	≤ 2.5 g	≤ 515 mg	≤ 7 g	≥ ½ serving or first ingredient a F/V/D/M/WG and ≥ 10% DV of one under-consumed nutrient <u>or</u> ≥ 10% DV of two under-consumed nutrients	– Products include pasta mixes, casseroles, burritos, pizzas, & sandwiches that do not meet FDA/USDA definition for main dishes
15. Main Dishes and Entrées	LSS	≤ 350	≤ 10% kcal	≤ 570 mg	≤ 9 g	≥ 1 serving of F/V/D/M/WG <u>and</u> ≥ 10% DV of one under-consumed nutrient	– Items must meet FDA/USDA definition for main dishes – If the first ingredient is a nut, nut butter, or dairy (milk, yogurt, cheese) product, the item may contain up to 15% kcal sat fat of these ingredients reflecting their higher intrinsic sat fat levels
16. Small Meals	LSS	≤ 450	≤ 10% kcal	≤ 570 mg	≤ 14 g	≥ 1½ servings of F/V/D/M/WG <u>and</u> ≥ 10% DV of one under-consumed nutrient <u>or</u> ≥ 1 serving of F/V/D/M/WG <u>and</u> ≥ 10% DV of two under-consumed nutrients	– Small meals contain multiple items but do not meet FDA/USDA definition for meals – If the first ingredient is a nut, nut butter, or dairy (milk, yogurt, cheese) product, the item may contain up to 15% kcal sat fat of these ingredients reflecting their higher intrinsic sat fat levels
17. Meals (entrée and other items including a beverage)	Meal	≤ 600	≤ 10% kcal	≤ 700 mg	≤ 15 g	≥ 2 servings of F/V/D/M/WG <u>and</u> ≥ 10% DV of one under-consumed nutrient	– Meals must meet FDA/USDA definition for meals

Appendix

Product Category Definitions

PRODUCT CATEGORY	UNITS	DESCRIPTION
1. Juices	LSS (<8oz)	<ul style="list-style-type: none"> 100% fruit or vegetable juices, juice blends, or juice diluted with water; no added sugars
2. Milks	8 fl oz	<ul style="list-style-type: none"> Unflavored and flavored milks
3. Yogurt and Yogurt Type Products	6 oz	<ul style="list-style-type: none"> Plain and fruited yogurts, drinkable yogurt
4. Cheese and Cheese Products	LSS	<ul style="list-style-type: none"> String cheeses, processed cheese slices
5. Cereals	LSS	<ul style="list-style-type: none"> Ready-to-eat (RTE) cereals
6a. Savory Snacks	LSS	<ul style="list-style-type: none"> Savory crackers, snack mixes, pretzels, popcorn
6b. Sweet Snacks	LSS	<ul style="list-style-type: none"> Sweet crackers, snack bars and bites, frozen treats, fruit-based snacks
7. Waffles and Pancakes	LSS	
8. Breads	LSS	
9. Pastas (plain)	LSS	
10. Fruits & Vegetables	LSS	<ul style="list-style-type: none"> Exempt – no added sugars, very low sodium canned or frozen

Product Category Definitions (continued)

PRODUCT CATEGORY	UNITS	DESCRIPTION
11. Seeds, Nuts, Nut Butters, Spreads	1oz or 2 Tbsp	<ul style="list-style-type: none"> Pumpkin seeds, almonds, peanuts, nut butters/spreads
12. Meat, Fish, Poultry	LSS	<ul style="list-style-type: none"> Lunch meat, fish sticks, chicken
13. Soups and Meal Sauces	LSS	<ul style="list-style-type: none"> Soups, pasta sauces
14. Mixed Dishes	LSS	<ul style="list-style-type: none"> Single items such as casseroles, burritos, pizzas, and sandwiches that do not meet USDA definition of main dish products
15. Main Dishes and Entrees	LSS	<ul style="list-style-type: none"> Single items that meet USDA definition of main dish product
16. Small Meals	LSS	<ul style="list-style-type: none"> Combination of items (e.g., sandwich + fruit + beverage) that does not meet USDA definition of meal-type products
17. Meals (entrée and other items including beverage)	Meal	<ul style="list-style-type: none"> Combination of items that meets USDA definition of meal-type product