

Children's Food and Beverage Advertising Initiative
Nestlé in the USA Pledge
January 2026

Nestlé in the USA is a participant in the Children's Food and Beverage Advertising Initiative (CFBAI), a self-regulation program with the goal of improving the landscape of food and beverage advertising directed to children. Nestlé in the USA supports CFBAI's objectives and is committed to its Core Principles. Nestlé in the USA is pleased to submit this restated pledge, which is consistent with its previous CFBAI pledges and reflects CFBAI's Core Principles, 8th ed. (2026). This pledge takes effect January 1, 2026.

In addition to this Pledge, Nestle in the USA has adopted additional commitments with respect to advertising to children as described in the [Nestle Marketing Communication to Children Policy](#).

I. Identifying Information

1. *Corporate Contact Information:*

Nestlé USA, Inc.
c/o Nestlé in the USA
1812 N. Moore St
Arlington, VA 22209

2. *Individual(s) responsible for overall implementation of the Pledge:*

Vicki Felker
Chief Marketing Officer
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Counsel:

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Assistant General Counsel
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3. *Entities covered by the Pledge:*

Nestlé USA, Inc., Nestlé HealthCare Nutrition, Inc., and Nespresso USA, Inc., collectively "Nestlé in the USA."

Brand(s) and/or product line(s) covered by the Pledge:

All relevant Nestlé brands in the USA.

4. *Commitment covered by the Pledge:*

Nestlé in the USA commits it will advertise only products that comply with CFBAI's nutrition criteria in advertising primarily directed to children under age 13 (hereinafter "children"), in accordance with this pledge. The Nestlé Marketing Communication to Children Policy further restricts paid media advertising to children under age 16. The company will provide information regarding such products to CFBAI prior to advertising them so that CFBAI can assess whether the products meet CFBAI's nutrition criteria and publicly indicate that the products qualify, and effectively monitor Nestlé in the USA's compliance with its Pledge.

II. **Core Principles**

1. Advertising Primarily Directed to Children

For purposes of this pledge, "children" refers to persons under age 13. For television and other measurable media, this means marketing communications where children under age 13 represent at least 25% of the expected audience.

Nestlé in the USA commits that all advertising primarily directed to children in covered media will be for foods that meet [CFBAI's Category-Specific Uniform Nutrition Criteria, 2nd ed.](#) or subsequently adopted Category-Specific Nutrition Criteria.

2. Covered media

The advertising commitment applies to the following media ("covered media"):

- Television
- Radio
- Print
- Digital media, including but not limited to the following media (and influencer content therein):
 - Company-owned websites
 - Third-party websites, including display, banner, pop-up, audio or video advertising
 - Mobile apps or mobile media, including advertising on phones, laptops, tablets, other personal digital devices, in whatever form, including email, text, IM or SMS messaging
 - Podcasts

- Social media¹
 - Video sharing platforms (e.g., YouTube)
 - Gaming platforms (e.g., Roblox)
 - Over-the-top (OTT) streaming platforms (e.g., Netflix, Disney+)
- Video and computer games
 - DVDs
 - Word of mouth.²

3. Product Placements

Nestlé in the USA commits to not paying for or actively seeking to place its foods or beverages into third-party program or editorial content of any medium primarily directed to children to promote the sale of those products.

4. Product Integrations

Nestlé in the USA commits that the paid for or actively sought integration of their foods or beverages in any medium primarily directed to children, including in interactive games or other digital content, will promote only foods or beverages that meet CFBAI's uniform nutrition criteria.

5. Influencers

Nestlé in the USA commits to use influencers to promote foods and beverages in communications primarily directed to children only if the foods or beverages meet CFBAI's Uniform Nutrition Criteria.³

6. Licensed Characters, Celebrities and Movie Tie-Ins

Nestlé in the USA commits that its use of third-party licensed characters, celebrities (including athletes) and movie tie-ins in advertising primarily directed to children will be consistent with its advertising commitments set forth in above.⁴

¹ Advertising on platforms that use valid age verification measures to restrict platform access by children under age 13 is presumptively not advertising primarily directed to children under age 13.

² Word-of-mouth advertising refers to advertising of a participant's food or beverage products that is primarily directed to children under age 13 by brand ambassadors, influencers, or other individuals with whom the participant has a material connection as the result of the participant providing payment, product samples, or other incentives (financial or otherwise) to such individuals in consideration for such individuals promoting the participant's branded food or beverages.

³ Content generated by a user who has no material connection to the product, service, character, or brand mentioned or depicted in the content is not advertising. User-generated content that is not under the control of Nestlé in the USA is not covered by the Core Commitments.

⁴ This commitment does not apply to other marketing channels, such as point-of-sale materials or packaging (provided that the packaging does not appear in advertising primarily directed to children). This commitment also does not apply to the use of company-owned characters.

7. Advertising in Elementary Schools and Middle Schools

Nestlé in the USA commits to not advertising branded foods or beverages to children in elementary schools and middle schools, pre-K through 8th grade. This includes but is not limited to advertising on or through the following items:

- Posters
- Scoreboards
- School buses
- Pencils, book covers, and other school supplies offered for sale in school
- Textbooks
- Tray liners, cups, napkins, plates
- Coolers
- Food samples and taste tests

This commitment does not apply to displays of foods and beverages that identify foods that are for sale; fundraising support; public service messaging; curriculum materials; items given to school administrators for their personal use; charitable donations, or sponsorships.

8. Advertising to Children Under Six Years Old

Nestlé in the USA commits to not engaging in advertising primarily directed to children under six.

III. Determining When Advertising Is Child-Directed

Nestlé in the USA will consider advertising to be primarily directed to children when:

- (1) children ages 2-12 constitute 25% or more of the expected audience at the time the advertisement placement is purchased based on reliable third-party audience measurement data;⁵
- (2) age-targeting tools direct the digital advertisement to be served to users in a defined age demographic that includes ages 12 or younger or to content expressly designated or categorized as child-directed by the publisher or content creator;⁶ or
- (3) Nestlé in the USA lacks reliable third-party audience measurement data showing children to be less than 25% of the expected audience; (b) Nestlé in the USA cannot demonstrate that reliable age-gating or age-targeting tools were used such that individuals under age 13 were expressly excluded from

⁵ Because audience data for the under-13 age group is not generally available, CFBAI participants may apply a 27% audience threshold for children under 12 as a proxy for the 30% audience threshold for children under age 13. Nestlé in the USA applies a stricter 25% audience threshold for children under age 12.

⁶ For example, content designated on YouTube as “Made for Kids” or content categorized by a video streaming platform as children’s programming.

the target audience;⁷ and (c) the content in which the advertisement is placed appears to be primarily directed to children based on an evaluation of multiple factors relating to the content, including but not limited to the subject matter, visual content, language used, difficulty of game play, kind of music or audio content, influencers featured, actions taken to restrict children's access to the site or content, and entertainment ratings or content identifiers that may be used to label child-directed content.⁸

Nestlé in the USA typically purchases television advertising once annually, well in advance of when the advertising will air, on a daypart or timeblock basis. Advertising placed in purchased dayparts or timeblocks will be identified as compliant for purposes of CFBAI based on an analysis of the annualized audience composition data for the block of time purchased.

Digital media often provides advertisers with tools to direct or "serve" an advertisement to only users identified as having certain characteristics (e.g., age) or to place an advertisement only on digital content having certain characteristics (e.g., new site).⁹ In digital advertising, Nestlé in the USA commits to use one or more of the following tools, where available and appropriate, to avoid serving advertisements for foods that do not meet CFBAI's Uniform Nutrition Criteria to children:

- (1) age-based targeting of only users identified as age 13 or older and excluding all individuals under age 13 or whose age is unknown;
- (2) interest-based or behavior-based targeting of only consumers identified as having an interest not primarily associated with individuals under age 13 or exhibiting online behavior that is not reasonably associated with individuals under age 13; and
- (3) exclusion lists of sites, channels, or content known to be or identified as child-directed and/or filters that exclude keywords and topics likely to be of primary appeal to children.

⁷ Advertisements permitted to be served to users whose age is unknown would not be deemed to expressly exclude individuals under age 13.

⁸ This multi-factor analysis also applies in determining whether influencers or product integrations are child-directed when reliable audience data is unavailable or targeting tools have not been employed.

⁹ Information about a specific user, which may include a user's age, location, or interests, might be obtained directly from the user (such as when the user creates an account or profile) or inferred from the user's behavior or from information collected from the user's device. The Children's Online Privacy Protection Act prohibits the collection or use of personal information from children under age 13 without notice and parental consent.