

Children’s Food and Beverage Advertising Initiative
Keurig Dr Pepper Pledge
February 2026

Keurig Dr Pepper is pleased to submit this restated pledge, which is consistent with its previous CFBAI pledge and incorporates CFBAI’s Core Principles, 8th ed. (2026).

Children’s Food and Beverage Advertising Initiative (CFBAI) provides a transparent and accountable advertising self-regulation mechanism for the largest food and beverage companies in the United States. In so doing, it has played an important role in improving the landscape of food and beverage advertising directed to children and it continues to advance the discussion as products and media evolve. Keurig Dr Pepper Inc. (KDP) supports CFBAI’s objectives and is committed to its Core Principles.

Building on our long-standing corporate commitment to market our products responsibly, KDP’s membership in CFBAI demonstrates our commitment to building partnerships that support health and well-being. Since the School Beverage Guidelines, we’ve continued to pursue efforts to help Americans achieve balance. Through CFBAI and other partnerships, KDP is working to help our consumers achieve a healthy lifestyle by providing them with key tools including a wide variety of beverage choices through an evolving product portfolio, nutrition information, and responsible labeling and marketing.

A. Identifying Information

1. *Corporate Contact Information:*

Keurig Dr Pepper Inc.
6425 Hall of Fame Lane
Frisco, TX 75034
www.keurigdrpepper.com

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

Drew Panayiotou
Chief Marketing Officer
drew.panayiotou@kdrp.com

3. *Entities covered by the Pledge:*

Keurig Dr Pepper Inc. and its Affiliate companies.

4. *Brand and/or product line covered by the Pledge:*

KDP currently does not engage in advertising primarily directed to children under age 13. KDP has many products that qualify under the applicable nutrition criteria. KDP agrees that it will advertise only products that comply with [CFBAI’s Category Specific Uniform Nutrition Criteria, 2nd ed.](#) and the below pledge in media primarily directed to children under 13. The company will notify CFBAI of any future decision to advertise directly to children and will provide information regarding such products so that CFBAI can publicly indicate the products and effectively monitor KDP’s on-going compliance with its Pledge.

B. Core Principles

Types of Media Covered

KDP will only advertise KDP Products in media primarily directed to children under 13 if the products are in compliance with the CFBAI Category-Specific Uniform Nutrition Criteria 2nd ed. This commitment applies to advertising in the following 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 visual advertising¹
 - 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 Media²
 - 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.

• Product Placements

KDP will not pay for nor consent to the placement of KDP Products, regardless of their nutritional profile, in the program/editorial content of, or as product placement in, any medium including movies, television shows, or magazines, that is primarily directed to children under 13 years old.³

• Product Integrations

KDP will not pay for or actively seek integration of foods or beverages in any medium primarily directed to children under age 13, including in interactive games or other digital content, unless such foods or beverages meet CFBAI's Uniform Nutrition Criteria.

• Influencers

KDP will not use influencers to promote foods and beverages in communications primarily directed to children under 13 unless such foods or beverages meet CFBAI's Uniform Nutrition Criteria.

¹ User-generated content that is not under the control of KDP is not covered by the commitment.

² 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.

³ As covered in this Pledge and CFBAI's Core Principles, the term "product placement" contemplates the insertion of a product into entertainment/editorial programming in an incidental, prop-like manner. Although the product is visible, it is not incorporated into the script, story line, dialogue, or action of the scene in an integral way. The incidental nature of the product's incorporation in the entertainment content distinguishes product "placement" from product "integration."

- **Licensed Characters, Celebrities and Movie Tie-Ins**

KDP will not use licensed characters, celebrities (including athletes), and movie tie-ins in advertising for KDP products primarily directly to children under 13 unless the KDP Products meet the CFBAI Nutrition Criteria. As stated in the CFBAI Core Principles document, this does not apply to the use of licensed characters on packaging, provided the packaging is not displayed in advertising that is primarily directed to children under 13.

- **Interactive Games**

KDP will not advertise KDP Products in interactive games and features primarily directed to children under 13 unless the KDP Products meet the CFBAI Nutrition Criteria. This includes video and computer games rated "Early Childhood" or "EC," and video/computer games that are age graded on the label or packaging as being primarily directed to children under 13.

- **Advertising in Elementary and Middle Schools**

Regardless of its nutrition profile, KDP will not advertise its products in any pre-K through 8th Grade school. 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 pledge 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.

Further, KDP has adhered to voluntary School Beverage Guidelines facilitated by the Alliance for a Healthier Generation and the American Beverage Association since their launch in 2006. In addition to the School Beverage Guidelines, KDP complies with the USDA's Smart Snacks program and the USDA's Local School Wellness Policy.

- **Advertising to Children Under Six**

KDP will not advertise any KDP product in any medium primarily directed to children under 6 years of age.

C. Determining when Advertising is Child-Directed

KDP will use the following criteria to define advertising primarily directed to children and to demonstrate compliance with CFBAI's Core Principles.

An advertisement will be deemed child-directed advertising 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;

- (2) targeting tools direct the digital advertisement to be served to users in a defined age demographic that includes ages 12 or younger or in content expressly designated or categorized as child-directed by the publisher or content creator;⁴ or
- (3) (a) the advertiser lacks reliable third-party audience measurement data showing children to be less than 25% of the expected audience; (b) the advertiser cannot demonstrate that reliable age-gating or age-targeting tools were used such that individuals under age 13 were expressly excluded from the target audience;⁵ 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.⁶

Digital media often provides advertisers with tools to direct or "serve" an advertisement only to users identified as having certain characteristics (*e.g.*, age) or to place an advertisement only on digital content having certain characteristics (*e.g.*, news site).⁷ In digital advertising, KDP 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.

⁴ For example, content designated on YouTube as "Made for Kids" or content categorized by a video streaming platform as children's programming.

⁵ Advertisements permitted to be served to users whose age is unknown would not be deemed to expressly exclude individuals under age 13.

⁶ 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.

⁷ 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.