

**Children’s Food and Beverage Advertising Initiative
Campbell Soup Company Pledge
Effective as of January 1, 2026**

Campbell Soup Company (“we”, “our” or “Campbell”) is a charter 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 under 13 years old. Campbell supports CFBAI’s objectives and is committed to its Core Principles. Campbell is pleased to submit this restated pledge (our “Pledge”), which is consistent with its previous CFBAI pledges and reflects CFBAI’s Core Principles, 8th ed. (2026) (“Core Principles”).¹

I. Identifying Information

1. Corporate Contact Information:

The Campbell’s
Company One Campbell
Place Camden, NJ 08103
www.thecampbellscompany.com

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

Individual name: Gregory A. Frantz
Title: Sr. Marketing Counsel & IP Counsel
Physical address: One Campbell Place; Camden, NJ 08103
email address: mailto:greg_frantz@campbells.com
Phone number: (856) 342-3808

Individual name: Lily G. Becker
Title: Marketing Counsel
Physical address: One Campbell Place; Camden, NJ 08103
email address: lily_becker@campbells.com
Phone number: (856) 342-4785

3. Pledge Coverage:

Campbell commits that it will advertise only its foods and beverages that comply with [CFBAI’s Uniform Nutrition Criteria](#) in its advertising primarily directed to children under age 13 and will not advertise its foods and beverages in advertising primarily directed to children under age 6, each in accordance with our Pledge. Our Pledge is effective as set forth above and applies to advertising in Covered Media (as defined below) by Campbell and its affiliate companies within the United States.

Campbell will provide information regarding foods and beverages it intends to advertise to children under age 13 to CFBAI prior to advertising them so that CFBAI can assess whether such products meet CFBAI’s nutrition criteria, publicly indicate that the products qualify and effectively monitor Campbell’s compliance with our Pledge. The Products covered by our Pledge and their Nutrition Facts Panels are posted on CFBAI’s [website](#).

We may amend our Pledge at any time in consultation with CFBAI.

¹ 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.

II. Core Principles

1. Advertising Primarily Directed to Children under Age 13

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 30% of the expected audience.

Campbell commits that advertising for its foods and beverages that is primarily directed to children under age 13 in Covered Media will be for foods and beverages that meet CFBAI’s Uniform Nutrition Criteria, 2nd ed.

2. Covered Media

Campbell’s Pledge applies to advertising primarily directed to children under age 13 in 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 advertising²
 - 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 media³
 - 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 mouth⁴

3. Product Placements

Campbell 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 under age 13 to promote the sale of those products.

As provided in the 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.”

4. Product Integrations

Campbell commits that the paid for or actively sought integration of its foods or beverages in any medium primarily directed to children under age 13, including in interactive games or other digital

² User-generated content that is not under the control of company is not covered by the Core Commitments.

³ 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.

⁴ 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.

content, will promote only foods or beverages that meet CFBAI's Uniform Nutrition Criteria.

5. Influencers

Campbell commits to use influencers to promote its foods and beverages in communications primarily directed to children under age 13 only if those foods or beverages meet CFBAI's Uniform Nutrition Criteria.

6. Licensed Characters, Celebrities and Movie Tie-Ins

Campbell commits that its use of third-party licensed characters, celebrities (including athletes) and movie tie-ins in advertising primarily directed to children under 13 years old will be consistent with its advertising commitments set forth above.

7. Advertising in Elementary and Middle Schools

Campbell commits to not advertise its branded foods or beverages to children in elementary or middle schools, from 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 tests⁵

Our Pledge 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.

III. Determining When Advertising Is Child-Directed

Campbell will consider advertising to be primarily directed to children when:

- (1) children ages 2-12 constitute 30% 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 have been used to 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;⁶ or
- (3) Campbell lacks reliable third-party audience measurement data showing children to be less than 30% of the expected audience; (b) Campbell 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;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

⁵ Our Pledge does not restrict schools from conducting food or beverage taste tests to assess what foods or beverages to offer for sale at school.

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

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

restrict children's access to the site or content, and entertainment ratings or content identifiers that may be used to label child-directed content.

In digital advertising, Campbell 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.

IV. Advertising to Children Under Six Years Old

Campbell commits not to advertise its foods and beverages in advertising primarily directed to children under age 6 within the Covered Media and in accordance with our Pledge.