

Children’s Food and Beverage Advertising Initiative
The Kraft Heinz Company Pledge

The Kraft Heinz Company (“Kraft Heinz”) is pleased to participate 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. Kraft Heinz supports CFBAI’s objectives and is committed to its Core Principles. Kraft Heinz is proud to be a founding member of CFBAI and is committed to maintaining the highest standards for responsible child-directed advertising. In addition to CFBAI, Kraft Heinz is also an active member of the Children’s Advertising Review Unit (“CARU”) Supporter’s Council and participates in the CARU self-regulatory program. Additionally, in accordance with our global Marketing to Kids Policy and CFBAI Core Principles, Kraft Heinz markets responsibly in child-directed media by advertising only products that meet applicable CFBAI nutrition criteria and by maintaining clear guardrails on where and how child-directed advertising may appear. Kraft Heinz is proud to submit this pledge, which reflects CFBAI’s Core Principles, 8th ed. (2026). This pledge takes effect January 1, 2026.

I. Identifying Information

1. *Corporate Contact Information:*

The Kraft Heinz Company
200 East Randolph Street, Suite 7600
Chicago, IL 60601
www.kraftheinzcompany.com

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

Legal Department
Deputy General Counsel, U.S. Business
200 East Randolph Street, Suite 7600
Chicago, IL 60601
(847) 646-2000

Entities covered by the Pledge:

This pledge covers all Kraft Heinz U.S. brands (hereafter, Kraft Heinz’s “brands” and/or “products”).

Kraft Heinz commits that it will adhere to its pledge below as it applies to its U.S. brands.

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 30% of the expected audience.

Kraft Heinz commits that all advertising primarily directed to children in covered media will be for foods that meet CFBAI’s current Category-Specific Uniform Nutrition Criteria.

2. Covered media

This pledge commitment 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 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 mouth²

3. Product Placements

Kraft Heinz commits not to pay for or actively seek the placement of its food or beverages in third-party programming or editorial content in any medium primarily directed to children under age 13 to promote the sale of those products.

4. Product Integrations

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.

Kraft Heinz commits not to pay for or actively seek integration of their 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.

5. Influencers

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

6. Licensed Characters, Celebrities and Movie Tie-Ins

Kraft Heinz 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.

7. Advertising in Schools

Kraft Heinz does not advertise or promote its products to children in schools (prior to the university level). This includes contests, posters, book covers, school buses, pencils, book covers and other school supplies offered for sale in school, textbooks, tray liners, cups, napkins, plates, coolers, product sampling and any other forms of commercial messaging to children in schools during school hours or during school-sponsored activities outside of school hours.

Kraft Heinz products will continue to be sold in schools. Kraft Heinz may also provide products for free school lunch programs. Kraft Heinz will also continue to allow philanthropic funding of school programs, as long as this support is free of any branded messaging.

This commitment does not apply to displays of foods and beverages that identify foods that are for sale or otherwise made available; 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

Kraft Heinz 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;³ or

³ For example, content designated on YouTube as "Made for Kids" or content categorized by a video streaming platform as children's programming.

- (3) (a) Kraft Heinz lacks reliable third-party audience measurement data showing children to be less than 30% of the expected audience; (b) Kraft Heinz 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;⁴ 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.

In digital advertising, Kraft Heinz 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

Kraft Heinz commits to not engaging in advertising primarily directed to children under six.

⁴ Advertisements permitted to be served to users whose age is unknown would not be deemed to expressly exclude individuals under age 13.