

# Children's Food & Beverage Advertising Initiative

Improving the landscape of food & beverage advertising to children under age 13

**21** **CFBAI Participants**  
Leading food, beverage, & quick-service restaurant companies



Each company participating in CFBAI publicly pledges to abide by CFBAI's Core Principles that set standards for responsible child-directed food and beverage advertising.

CFBAI addresses *child-directed advertising* in:



BBB National Programs monitors CFBAI participants' advertising to hold participants accountable for compliance with their CFBAI commitments.

# CFBAI's Core Principles



Companies pledge ***not to advertise to children*** under age 13 in covered media.

OR



Companies pledge to advertise ***only foods that meet CFBAI's Uniform Nutrition Criteria*** in advertising primarily directed to children under age 13



No child-directed advertising by companies in elementary and middle schools

## CFBAI's Uniform Nutrition Criteria

Limits ***calories, saturated fat, sodium, & added sugars***



Requirements for ***food groups or key nutrients***

## CFBAI's Impact

CFBAI has helped drive substantial reductions in child-directed food advertising.

~80% of CFBAI participants do not advertise ***any*** food or beverages in media primarily directed to children.

Children saw **96%** fewer food ads on children's TV programming in 2022 vs. 2013.<sup>1</sup>

Recent studies have found minimal exposure of children to food ads on the most popular digital platforms.<sup>2</sup>

CFBAI established nutrition criteria for foods advertised to kids where none existed before.

Advertised foods must provide positive nutrients and not exceed limits on calories, saturated fat, sodium, and added sugars.

Candy, soda, and ice cream are no longer advertised in child-directed media by CFBAI participants.

<sup>1</sup> Powell, Lisa M. et al., "Trends In Children's Exposure to Food and Beverage Advertising on Television," JAMA Network Open (August 22, 2024).

<sup>2</sup> See e.g., Kenney, Erica L. et al., "Estimating Young Children's Exposure to Food and Beverage Marketing on Mobile Devices," (2024) (finding a median exposure of 0 food and beverage advertisements seen by children ages 2-11); Fleming-Milici, Frances, et al., "Young Children's (3-8y) Food and Beverage Brand Exposure on YouTube and YouTube Kids: An Observational Study and Content Analysis," Journal of the Academy of Nutrition and Dietetics (2025) (children saw 0 food and beverage advertisements on YouTube Kids. Among kids who saw any ads on the general audience YouTube platform, children saw an average of only 1 ad with no ads identified as appearing in content made for kids).