

on-Package Ingredient Claims and Child Features

Ranking by number of ingredient claims per package and then by child features

Includes packaging for all brands found in local supermarkets in July 2014

Most

Rank	Company	Brand	Category	Nutrition-related messages*		Child features**	
				% of packages with claims	Avg # per package***	% of packages with features	Avg # per package***
1	Apple & Eve	Apple & Eve (Waterfruits)	Flavored water	100%	8.0	100%	1.0
2	Campbell Soup Company	V8 Fusion (Refreshers)	Fruit drink	100%	7.0	0%	
3	Coca-Cola	Minute Maid (Coolers, Fruit Falls)	Fruit drink	100%	7.0	100%	1.0
4	PepsiCo	Sierra Mist	Regular soda	100%	7.0	0%	
5	Coca-Cola	Powerade	Sports drink	100%	6.7	0%	
6	Coca-Cola	Vitamin Water	Flavored water	100%	6.4	0%	
7	Unilever	Lipton	Iced tea/coffee	100%	6.1	0%	
8	Royal Wessanen	Little Hug Fruit Barrels	Fruit drink	100%	6.0	100%	1.0
9	PepsiCo	SoBe	Iced tea/coffee	100%	6.0	100%	1.0
10	BYB Brands, Inc.	Tum E Yummies	Fruit drink	100%	6.0	0%	
11	Dr Pepper Snapple Group	Hawaiian Punch	Fruit drink	100%	5.9	100%	1.0
12	Coca-Cola	Honest Tea	Iced tea/coffee	100%	5.8	13%	1.0
13	Coca-Cola	Gold Peak	Iced tea/coffee	100%	5.8	0%	
14	Langers Juice Company	Langers	Fruit drink	100%	5.4	92%	1.3
15	Campbell Soup Company	V8 Splash	Fruit drink	100%	5.4	0%	
16	Coca-Cola	Hi-C	Fruit drink	100%	5.0	100%	2.0
17	Coca-Cola	Fuze	Iced tea/coffee	100%	5.0	0%	
17 (tie)	XINGtea	XINGtea	Iced tea/coffee	100%	5.0	0%	
17 (tie)	Novamex	Jarritos	Regular soda	100%	5.0	0%	
17 (tie)	Coca-Cola	Seagram's	Regular soda	75%	5.0	0%	
17 (tie)	Coca-Cola	Minute Maid	Fruit drink	100%	5.0	0%	
22	Kraft Foods	Capri Sun (Roarin' Waters)	Flavored water	100%	4.8	100%	2.5
23	Kraft Foods	Capri Sun	Fruit drink	100%	4.0	100%	2.0
24	Kraft Foods	Kool-Aid (singles packets)	Fruit drink	100%	4.0	100%	1.0
24 (tie)	Unilever	Lipton (Brisk)	Iced tea/coffee	100%	4.0	100%	1.0
26	Reed's	Reed's	Regular soda	100%	3.8	0%	
27	PepsiCo	Mtn Dew	Regular soda	81%	3.8	0%	
28	PepsiCo	SoBe (Lifewater)	Flavored water	100%	3.6	0%	
29	PepsiCo	Gatorade	Sports drink	98%	3.6	0%	
30	Dr Pepper Snapple Group	Snapple	Iced tea/coffee	100%	3.5	100%	1.0
31	Polar Beverages	Polar	Regular soda	90%	3.4	10%	1.0

continued

on-Package Ingredient Claims and Child Features cont'd

Rank	Company	Brand	Category	Nutrition-related messages*		Child features**	
				% of packages with claims	Avg # per package***	% of packages with features	Avg # per package***
32	Dr Pepper Snapple Group	7UP	Regular soda	75%	3.4	13%	1.0
33	PepsiCo	Pepsi	Regular soda	91%	3.3	0%	
34	Dr Pepper Snapple Group	Schweppes	Regular soda	75%	3.3	0%	
35	Dr Pepper Snapple Group	Sun Drop	Regular soda	92%	3.1	0%	
36	Coca-Cola	Simply	Fruit drink	100%	3.0	0%	
36 (tie)	Johanna Foods	Ssips	Fruit drink	100%	3.0	0%	
36 (tie)	Coca-Cola	Sprite	Regular soda	100%	3.0	0%	
36 (tie)	Newman's Own	Newman's Own	Fruit drink	100%	3.0	0%	
39	Ocean Spray	Ocean Spray	Fruit drink	100%	2.9	0%	
40	Dr Pepper Snapple Group	A&W	Regular soda	77%	2.9	0%	
41	PepsiCo	SoBe	Fruit drink	100%	2.8	100%	1.0
42	Nestle	Nestea	Iced tea/coffee	100%	2.7	0%	
43	Kraft Foods	Kool-Aid (Jammers, Bursts)	Fruit drink	100%	2.6	100%	4.0
44	Jones Soda Co.	Jones	Regular soda	100%	2.6	0%	
45	Jel Sert Company	Mondo Fruit Squeezers	Fruit drink	100%	2.0	100%	1.0
46	Nestle	Tradewinds	Iced tea/coffee	100%	2.0	50%	1.0
47	J.M. Smucker Company	Santa Cruz Organic	Fruit drink	100%	2.0	0%	
47 (tie)	Jumex Group	Jumex	Fruit drink	100%	2.0	0%	
47 (tie)	Ocean Spray	Ocean Spray	Fruit drink	100%	2.0	0%	
50	Arizona	Arizona	Iced tea/coffee	57%	1.7	7%	1.0
51	Dr Pepper Snapple Group	IBC	Regular soda	69%	1.3	0%	
52	Johanna Foods	Ssips	Iced tea/coffee	100%	1.0	0%	
52 (tie)	Arizona	Arizona KIDZ	Iced tea/coffee	100%	1.0	0%	
52 (tie)	Coca-Cola	Coca-Cola	Regular soda	100%	1.0	0%	
52 (tie)	Goya	Malta	Regular soda	33%	1.0	0%	

Least

continued

on-Package Ingredient Claims and Child Features cont'd

COMPANY RANKINGS

Most



Least

Rank	Company	Nutrition-related messages*		Child features**	
		% of packages with claims	Avg # per package***	% of packages with features	Avg # per package***
1	Apple & Eve	100%	8.0	100%	1.0
2	Royal Wessanen	100%	6.0	100%	1.0
3	BYB Brands, Inc.	100%	6.0	0%	
4	Campbell Soup Company	100%	5.9	0%	
5	Coca-Cola	97%	5.8	8%	1.5
6	Langers Juice Company	100%	5.4	92%	1.3
7	Novamex	100%	5.0	0%	
7 (tie)	XINGtea	100%	5.0	0%	
9	Unilever	100%	4.0	100%	1.0
10	Kraft Foods	100%	3.9	100%	2.9
11	Dr Pepper Snapple Group	82%	3.8	76%	1.0
12	PepsiCo	95%	3.8	11%	1.0
13	Reed's	100%	3.8	0%	
14	Polar Beverages	90%	3.4	10%	1.0
15	Arizona	57%	3.0	7%	1.0
16	Newman's Own	100%	3.0	0%	
17	Ocean Spray	100%	2.9	0%	
18	Jones Soda Co.	100%	2.6	0%	
19	Johanna Foods	100%	2.5	0%	
20	Nestle	83%	2.4	0%	
21	Jel Sert Company	100%	2.0	100%	1.0
22	J.M. Smucker Company	100%	2.0	0%	
22 (tie)	Jumex Group	100%	2.0	0%	
24	Goya	35%	1.4	0%	

*Nutrition-related messages include claims about ingredients, natural messages, calorie labels, and other health-related messages.

** Child features include cartoon brand and non-brand characters and any reference to kids/family, fun, or child-targeted promotions on the package.

***Average # per package of those packages containing claims or child features

Shading indicates childrens product

Source: In-store marketing product claims and packaging analysis (July 2014)