

# CARU® NEWS

For Immediate Release

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## **CARU INQUIRY PROVIDES KRAFT WITH OPPORTUNITY TO FURTHER DEMONSTRATE COMMITMENT TO SELF-REGULATION**

*New York, NY – November 17, 2005 –* The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc. (CBBB), is pleased to announce that, in response to CARU’s concerns, Kraft Foods Inc. (Kraft) has committed that future advertising for the *Lunchables lunch combinations* Brand that depict lunch or dinner consumption settings will present the product in the context of a balanced meal by showing food from four of the five food groups. CARU’s *Self-Regulatory Guidelines for Children’s Advertising* (the *Guidelines*), in the section on Product Presentation, state, “Advertisements representing mealtime should clearly and adequately depict the role of the product within the framework of a balanced diet.”

A television commercial for Kraft’s *Lunchables Chicken Shake-Ups* came to the attention of CARU, the children’s advertising industry’s self-regulatory forum, through its routine monitoring. The commercial featured the animated Lunchables Brigade, who interrupt lunchtime to replace three children’s home-made lunches, consisting of chicken legs along with what appear to be open drink containers, with “*New Lunchables Chicken Shake-Ups*.” The commercial focuses on the *Chicken Shake-Ups* and does not feature the other food items provided in the *Lunchables* product. CARU became concerned that children watching the commercial might believe that the chicken component of the *Lunchables Chicken Shake-Ups*, by itself, constitutes a balanced meal.

CARU sought the advice of two of its nutrition advisors who determined that, “(I)n depictions of lunch and dinner it is recommended that an advertiser show foods from four of the five food groups.” CARU’s nutrition advisors stated that, while the chicken portion of the meal provides part of a balanced meal, it does not, by itself, constitute a balanced meal.

While Kraft will make the changes to future *Lunchables* advertisements directed to children, the company objected to the process followed by CARU in this case, referring to it as “rulemaking by adjudication.” Kraft stated that CARU inexplicably abandoned its established process of multidisciplinary consultation before announcing what is a significant change to its *Guidelines*. Nonetheless, Kraft reasserted its strong belief in industry self-regulation of marketing to children and recognized that it may disagree with the results of such oversight from time to time.

CARU’s inquiry was conducted under NAD/CARU/NARB Procedures for Voluntary Self-Regulation of National Advertising and resolved within 60 business days. Details

of the inquiry, CARU's decision and the advertiser's response will be included in the next NAD/CARU Case Report.

For a copy of the decision or for press inquiries, please contact Linda Bean, Director of Communications, 212-705-0129.

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The National Advertising Review Council (NARC) was formed in 1971 by the Association of National Advertisers, Inc. (ANA), the American Association of Advertising Agencies, Inc. (AAAA), the American Advertising Federation, Inc. (AAF), and the Council of Better Business Bureaus, Inc. (CBBB). Its purpose is to foster truth and accuracy in national advertising through voluntary self-regulation. NARC is the body that establishes the policies and procedures for the CBBB's National Advertising Division (NAD), the Children's Advertising Review Unit (CARU), and the National Advertising Review Board (NARB).

NAD and CARU are the investigative arms of the advertising industry's voluntary self-regulation program. Their casework results from competitive challenges from other advertisers, and also from self-monitoring traditional and new media, including the Internet. The National Advertising Review Board (NARB), the appeals body, is a peer group from which ad-hoc panels are selected to adjudicate those cases that are not resolved at the NAD/CARU level. This unique, self-regulatory system is funded entirely by the business community; CARU is financed by the children's advertising industry, while NAD/NARB's sole source of funding is derived from membership fees paid to the Council of Better Business Bureaus.