

CARU® NEWS

For Immediate Release

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KELLOGG PARTICIPATES IN CARU SELF-REGULATORY FORUM

New York, NY – November 28, 2005 – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., the children’s advertising industry’s self-regulatory forum, is pleased to announce that the Kellogg Company (Kellogg) agreed to remove the tagline “It’s the Fruit Snack with a Twist” from advertising, including packaging, for its *Twistables* fruit-flavored snacks.

CARU, which monitors advertisements directed to children for compliance with its *Self-Regulatory Guidelines for Children’s Advertising*, had recently questioned Kellogg’s use of the category name “fruit snacks” and the use of copy stating “made with real fruit juice” for its fruit-flavored snacks because the use of those words creates the impression that these snacks are made substantially of fruit. At that time Kellogg stated that it had decided independently, prior to receiving CARU’s letter, to clarify that the products are “fruit-flavored” snacks, and to remove the statement “made with real fruit juice” from its advertising. However, CARU recently found that television advertising for the *Twistables* product contained the tagline which had the potential to mislead children about the product’s ingredients, despite a voice-over stating “fruit-flavored snack.” The tagline also appeared on a Website promoting a *Twistables* sweepstakes.

Although the advertiser stated that it believes that the advertising in question eliminates potential confusion and is consistent with its commitment, to resolve this matter and in support of the self-regulatory process it would discontinue use of the tagline “It’s the Fruit Snack with a Twist” in its advertising for the current *Fruit Twistables* product.

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. Members of the press who wish to see a copy of the decision now should email CARU at lbean@narc.bbb.org

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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.