

# CARU® NEWS

Immediate Release

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## **HAMMER CORP. PARTICIPATES IN CARU FORUM** *Candy Maker Substantiates Some Nutrition Claims for 'Too Tarts' Candies, Agrees to Modify Others*

*New York, NY – June 13, 2006* – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has determined that Hammer Corp., the maker of the “Too Tart” line of candy products, has substantiated in part the nutrition claims made for its products. The company has agreed to modify or review the remainder of its nutrition claims.

CARU, the children’s advertising industry’s self-regulatory forum, reviewed advertising for Too Tarts Dream Chews, Suck Ups, Spray Candy and Goo following a consumer complaint.

Dream Chews claims at issue included:

- “Real Fruit & Honey”
- “Excellent Source of Vitamins C, A & D”
- “No refined sugar”
- “A Healthy Snack”

Suck Ups, Spray Candy, and Goo claims at issue included:

- “50-60 percent less calories”
- “Made with real fruit juice”
- “No refined sugar”
- “Better for you”

CARU’s *Self-Regulatory Guidelines for Children’s Advertising* state in part that if objective claims are made in an advertisement directed to children, the advertiser should be able to supply adequate substantiation.

The company provided CARU with a detailed nutrition analysis of its products. Following its review of the evidence, CARU found the company could support claims that the products contain no refined sugar, that Dream Chews are made with real fruit and honey and that Suck Ups, Spray Candy, and Goo are made with fruit juice, and contain 50-60 percent fewer calories than previous formulations of the same products.

CARU recommended the company modify claims related to vitamin content and claims that the candies are “healthy.” CARU recommended also that the company clearly disclose the fruit juice content by percentage.

Hammer Corp., in its advertiser's statement, said it provides nutrition information as an aid to parents.

"In general we do not believe a child will make any product selection choice of our products based on the relatively superior nutritional aspects of our products. Their selection will be based purely on packaging graphics and taste," the company said.

The company also said it would either modify the claims questioned by CARU or further review the labeling requirements established by the U.S. Food and Drug Administration.

***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) and Children's Advertising Review Unit (CARU), as well as for 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. 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/NARC/NARB's sole source of funding is derived from membership fees paid to the CBBB. For more information about advertising self regulation, please visit [www.narcpartners.org](http://www.narcpartners.org).