

CARU® NEWS

Immediate Release

Contact: Linda Bean
212.705.0129

KELLOGG PARTICIPATES IN CARU FORUM

CARU Recommends Company Modify Packaging for Pop Tarts

New York, NY – June 20, 2006 – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that Kellogg modify packaging for its Pop-Tart products to eliminate the phrase “made with real fruit.” Advertising for Pop-Tarts was challenged by a consumer.

CARU, the children’s advertising industry’s self-regulatory forum, questioned whether the advertising claim suggested to children that the product consists entirely or mostly of real fruit. CARU’s review extended to other products in the Pop-Tart line, including blueberry, raspberry, cherry, and wildberry (a mixture of strawberry, raspberry, and blueberry).

In addition to the copy, however, CARU recommended that the advertiser focus on the visual representations on the packaging.

“CARU finds that the net impression of fruit depicted on the packaging is the same as the express statement ‘Made with Real Fruit;’ it may mislead children into believing that Pop Tarts brand toaster pastries are made mostly or entirely of fruit, when this is not the case,” the decision states.

At the outset, Kellogg notified CARU that it is redesigning packaging for the Pop Tarts line and will not include the claim “Made with Real Fruit,” on the new packages. The advertiser also assured CARU that this claim does not appear on television or print advertising for this line of products.

“Kellogg Company takes its commitment to advertising and to child nutrition seriously and appreciates the opportunity to participate in CARU’s self-regulatory process,” the company said in its advertiser’s statement. “We will continue to take CARU’s focus areas into consideration as we proceed with our future child-directed advertising.”

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

###

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.