Mr. Jeff Bezos  
Chief Executive Officer  
Amazon.com, Inc.  
410 Terry Avenue N.  
Seattle, WA 98109  

Re: Amazon.com’s promotion of low-nutrition foods for “Back to School”

Dear Mr. Bezos:

We are writing to encourage you to stop marketing low-nutrition foods as part of your “Back to School Savings” promotions. These ads appear to be targeted to shoppers searching for “back to school” items and are also prominently featured on Amazon’s main page.

By using steep discounts to promote these low-nutrition products to families heading back to school, Amazon.com is contributing to poor nutrition that burdens American families.

For example, a single serving of the macaroni and cheese, lemonade mix, and parmesan cheese featured below would provide 680 milligrams of sodium, 22 grams of sugar, and 340 calories, while providing none of the fruits, vegetables, or whole grains that the Dietary Guidelines for Americans encourage people to eat more of. For the average moderately active 8-year-old, that represents a third of his daily intake for sodium—and the lemonade alone has 16 grams of sugar, which exceeds recommendations for daily added-sugars intake. This is especially troubling considering that a single serving is only a third a box of macaroni, a tablespoon of lemonade mix, and two teaspoons of parmesan. Many children are likely to eat more.

Back to School Savings in Grocery

Get ready for the new school year with our selection of breakfast foods, meal starters, snacks and more.

20% Off  
Kraft Mealtime Essentials

Shop now

1220 L Street, NW, Suite 300 • Washington, DC 20005-4053 • tel 202 332 9110 • fax 202 265 4954 • www.cspinet.org
Amazon also advertises the snacks below “for Lunchboxes” and offers a 20% discount on Coca-Cola products. These are not healthy lunchbox options, given most of those foods’ added sugars, white flour, and salt, and few positive nutritional benefits.

**Back to School Savings in Grocery**

Get ready for the new school year with our selection of 

- Ritz crackers
- Mondelez products
- Coca-Cola
- Kellogg’s products
- Izze

Snack and Gum Favorites for Lunchboxes

> Shop now

The time to act is now. Childhood obesity rates have reached alarming levels. Obese children are at greater risk for numerous illnesses as they grow into adulthood, including type 2 diabetes, heart disease, stroke, high blood pressure, high cholesterol, certain cancers, and other debilitating diseases.

Though of course, it is up to families to decide what they want to buy, Amazon should not be actively encouraging unhealthy options for children. The company should be responsible in how it markets, including its “back-to-school” promotions. We encourage you to establish nutrition standards for promotions targeting children and their families.

Feeding kids well is a shared responsibility. Parents, food companies, and retail outlets all have a role to play. We would welcome the opportunity to work with you and your staff and look forward to hearing your plans to address marketing children’s food.

Sincerely,

Michael F. Jacobson, Ph.D.
Executive Director

Margo G. Wootan, D.Sc.
Director, Nutrition Policy

cc: Elaine Kolish, Children’s Food and Beverage Advertising Initiative