

March 24, 2021

Ms. Dona J. Fraser
Director, Children's Advertising Review Unit
112 Madison Avenue, 3rd Floor
New York, NY 10016

Dear Ms. Fraser:

The Center for Science in the Public Interest (CSPI) is writing to provide context on a complaint filed earlier today against Kraft Heinz. On numerous occasions in late 2019, Kraft Heinz ran an advertisement for Kraft Macaroni & Cheese during children's programming on networks such as Cartoon Network, Disney XD, and Nickelodeon in which it disparaged healthy foods, a longstanding feature of advertisements from Kraft Heinz.

In the [advertisement](#) included in the complaint, a caregiver chases a child around the house with a fork laden with vegetables. The caregiver yells that the child needs to have "one more bite," while the child protests. Next, the advertisement cuts to a different meal, where the caregiver has given up on trying to give the child vegetables and gives the child Kraft Macaroni & Cheese instead. The advertisement ends with a voiceover saying, "Kraft; for the win win."

This advertisement is a violation of CARU's guidelines on product presentations and disparagement. The [guidelines](#) state that: "Advertising of food products should encourage responsible use of the product with a view toward healthy development of the child. For example, advertising of food products should not discourage or disparage healthy lifestyle choices or the consumption of fruits or vegetables..." This advertisement clearly disparages vegetables and reinforces negative attitudes towards healthy foods, undermining future healthy eating habits.

This advertisement is only one of many in which Kraft Heinz disparages healthy foods during promotion of its products. Kraft Heinz continues to run additional [video](#) and print advertisements (included below) as part of the larger "for the win win" campaign that also engage in this practice. An ongoing campaign for Ore-Ida french fries encourages parents to use french fries to bribe their children to eat healthier foods like vegetables, salmon, and tofu. [Advertisements](#) for this campaign show a child pushing away a plate full of vegetables and, at one point, the campaign's website had a chart (included below) with how much

each healthy food is worth in french fries. Even social media [posts](#) featuring the company's recent charitable donations of filtered water in Capri Sun-style juice pouches to schools portray water as a less desirable option compared to juice. In these advertisements, children are given water in Capri Sun-style juice pouches and they then express their distaste for the product.

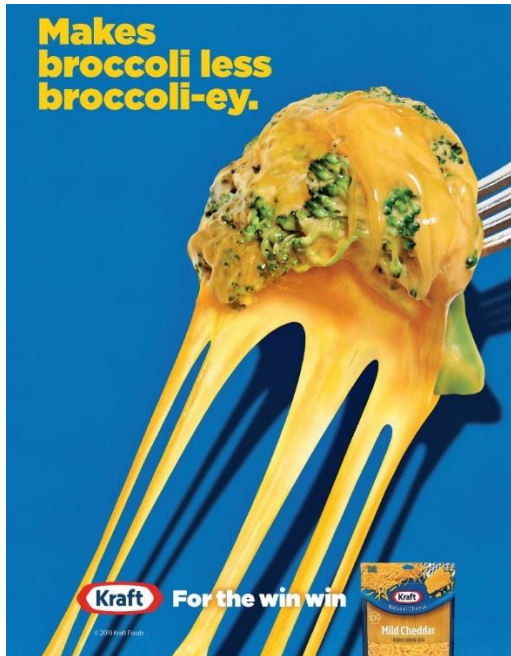
Kraft Heinz's advertisements have been allowed to run unchecked for several years now. While Kraft Heinz has told CSPI that the Ore-Ida Potato Pay and the "for the win win" campaigns will be discontinued later this year, we are writing to ask that CARU review Kraft Heinz's advertising practices and work with the company to align their advertisements with CARU guidelines. We appreciate your consideration and look forward to discussing this further with you. We can be reached at policy@cspinet.org.

Sincerely,



Sara Ribakove
Senior Policy Associate
Center for Science in the Public Interest

Advertising Examples



Ore-Ida potato pay™

Mealttime Bribery Chart
A financial guide to paying your child with the ORE-IDA fries they love to eat, for bites of the foods they don't.

<p>↑</p> <p>1</p>	<p>↑</p> <p>1</p>	<p>↑</p> <p>1</p>	<p>↑</p> <p>2</p>	<p>↑</p> <p>2</p>	<p>↑</p> <p>3</p>
<p>↑</p> <p>3</p>	<p>↑</p> <p>3</p>	<p>↑</p> <p>4</p>	<p>↑</p> <p>4</p>	<p>↑</p> <p>5</p>	<p>↑</p> <p>5</p>

Fries illustrative purposes only. Cost per child may vary.