



# Chobani's Perspective on Marketing to Children

## OUR PHILOSOPHY

At Chobani, it's always been about more than yogurt. We know that the most important thing we make is a difference. Our founder, Hamdi, built Chobani to provide better options to more people by making delicious, wholesome and accessible food. We're a food-focused wellness company that believes passionately that having access to food that is both good for you and tastes great is a right, not a privilege – especially when it comes to children. We work to bring better food to more people.

Part of making better food more accessible to more people is getting the word out. Our health and wellness, marketing, and communications teams are passionate about telling the world about the magic and specialness of yogurt. However, we recognize there are sensitivities around marketing and advertising food products to children. Beyond our commitment to making wholesome, high-quality, nutritious products for children, we are also committed to maintaining the highest standards for responsible marketing, and our approach on marketing to children reflects this commitment.

## OUR FOOD

Our products that are designed primarily for children align with the recommendations for healthy eating patterns for children, as established by the 2015-2020 *Dietary Guidelines for Americans*.

Every serving of our authentic Chobani® yogurt is a commitment to crafting foods and beverages the right way. All of our products are made with only natural, non-GMO ingredients – never anything artificial. A nutrient-dense food, each sip and spoonful of our yogurt is packed with protein, essential vitamins and minerals, and probiotics. That's why we are confident that our products make a strong addition to a child's healthy lifestyle.

## HOW WE MARKET TO CHILDREN

We apply the same craft and care that we use when making our yogurt to our marketing and advertising. Our marketing messages are created to be inclusive and respectful. We want to celebrate and fuel children's spirit, imagination, and love for life. We also endeavor to follow fundamental principles of fairness and common sense. We comply with all applicable laws and regulations regarding our advertising, and we adhere to industry best practices as set forth by the Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus when advertising to children under 12 years of age. Specifically – but without limitation – we:

- always recognize how impressionable children may be and account for their limited level of understanding and capacity for evaluating messaging
- do not produce marketing that is vulgar, insulting, or demeaning, or that undermines the role of parents, family, and caregivers, or respect for community authorities
- ensure that our advertising only appears in contexts that are suitable and audience-appropriate
- do not mislead children, parents, and caregivers about any qualities of our products or benefits of consuming our products
- do not encourage overconsumption or dangerous or unsafe activities
- do not direct any of our advertising to children under 6 years of age

## PRIVACY

Chobani complies with the Children's Online Privacy Protection Act ("COPPA"), which governs the online collection and use of personal information from children under 13 in the United States.