

PLEASE ADHERE TO THE FOLLOWING MONDELEZ/NABISCO POLICIES AND GUIDELINES

- We prohibit ALL advertising to children under 12 for all products
- All marketing to be targeted to gatekeeper (mom) who we empower with information and product choices to make mindful snacking decisions. We can not “bypass” Mom and market to functions where children may be present without parents.
- We cannot be affiliated or linked to schools, school teams, etc.
- If ANY child is shown in images, they should be accompanied by a parent (gatekeeper)
- No one should be shown in images overindulging or “playing” with our products. Avoid over-consumption. Stay true to serving size. This includes in writing and in any photography (i.e. 2 OREO cookies = 1 serving; 1 Multipack bag = 1 serving).
- Our products are “snacks” not part of a meal
- Avoid using the words
 - Healthy
 - Nutritious
 - Provides fuel or energy
 - Guilt free
 - Low calorie
 - Diet
 - Good for you
 - Better for you
 - Irresistible
 - Crave or craving
 - No vulgar or slang language