

On-package marketing on children's drink sub-brands without added sweeteners

Ranked by average # of child features per package

Rank	Brand	Sub-brand	Category	Count of unique packages	Nutrition-related claims						Other marketing messages			
					Ingredient claims		Other health-related messages		Real claims		Child features		Promotions	
					% of packages with claim	Avg # per package	% of packages with claim	Avg # per package	% of packages with claim	Avg # per package	% of packages with claim	Avg # per package	% of packages with message	Avg # per package
1	Apple & Eve	Sesame Street	100% juice	6	100%	4.3	100%	1.0	100%	2.0	67%	3.0	100%	2.0
2	Apple & Eve	Sesame Street/Fruitables	Juice/water blend	2	100%	2.0	100%	1.0	100%	2.0	100%	3.0	100%	2.0
3	Capri Sun	Fruit & Veggie Blends	Juice/water blend	2	100%	3.0	100%	2.0	100%	2.0	100%	3.0	0%	0.0
4	Capri Sun	Refreshers	Juice/water blend	2	100%	3.0	100%	2.0	100%	2.0	100%	3.0	0%	0.0
5	Tropicana	Tropicana Kids	Juice/water blend	3	100%	1.0	100%	1.0	100%	4.0	100%	3.0	0%	0.0
6	Polar	Seltzer Jr.	Sparkling water	6	100%	2.0	0%	0.0	100%	1.0	100%	3.0	0%	0.0
7	Juicy Juice	100% Juice	100% juice	21	100%	5.1	100%	1.0	48%	1.0	95%	2.4	5%	4.0
8	Capri Sun	100% Juice	100% juice	2	100%	4.0	100%	1.0	100%	2.0	100%	2.0	100%	1.5
9	Juicy Juice	Organics 100% Juice	100% juice	3	100%	4.7	100%	1.0	100%	2.7	33%	2.0	0%	0.0
10	Minute Maid	Kids + Orange Juice	100% juice	1	100%	5.0	100%	1.0	100%	1.0	100%	2.0	0%	0.0
11	Apple & Eve	Organic Quenchers	Juice/water blend	2	100%	3.0	100%	1.0	100%	3.0	100%	2.0	0%	0.0
12	Juicy Juice	Fruitfuls Organic	Juice/water blend	4	100%	5.0	100%	3.0	100%	2.0	100%	2.0	0%	0.0
13	Juicy Juice	Splashers Organic	Juice/water blend	3	100%	4.0	100%	1.0	100%	4.0	100%	2.0	0%	0.0
14	Old Orchard	for Kids	Juice/water blend	1	100%	2.0	100%	1.0	100%	1.0	100%	2.0	100%	2.0
15	Honest Kids	Honest Kids	Juice/water blend	8	100%	4.0	100%	1.0	100%	2.0	100%	1.9	75%	3.0
16	Minute Maid	100% Juice	100% juice	4	100%	3.8	100%	1.0	100%	2.5	100%	1.8	0%	0.0
17	Mott's	Juice	100% juice	7	100%	5.9	100%	1.0	100%	2.9	86%	1.0	86%	3.0
18	Mott's	Juice/Natural	100% juice	1	100%	5.0	100%	1.0	100%	3.0	100%	1.0	100%	4.0
19	Mott's	Sensibles	100% juice	5	100%	4.6	100%	1.0	100%	3.0	40%	1.0	100%	2.2
20	Tropicana	Pure Premium Healthy Kids Orange Juice	100% juice	1	100%	3.0	100%	1.0	0%	0.0	100%	1.0	0%	0.0
21	Capri Sun	Organic	Juice/water blend	3	100%	2.0	100%	1.0	100%	3.0	100%	1.0	0%	0.0
22	Mott's	Mott's for Tots	Juice/water blend	5	100%	4.4	100%	1.0	100%	1.4	100%	1.0	60%	4.0
23	R.W. Knudsen	Sensible Sippers	Juice/water blend	3	100%	1.0	100%	1.0	100%	2.0	100%	1.0	100%	2.0
24	Apple & Eve	On the Go/Juice	100% juice	1	100%	4.0	100%	1.0	100%	1.0	0%	0.0	0%	0.0
25	Apple & Eve	Sesame Street/Organics	100% juice	1	100%	3.0	100%	1.0	100%	2.0	0%	0.0	100%	2.0
26	Good 2 Grow	Fruit Juice	100% juice	2	100%	3.0	100%	1.0	100%	2.0	0%	0.0	100%	4.0

continued

Most



On-package marketing on children's drink sub-brands without added sweeteners (continued)

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27	Langers	Disney	100% juice	1	100%	7.0	100%	1.0	100%	2.0	0%	0.0	100%	3.0
28	Minute Maid	Premium Original Orange Juice	100% juice	1	100%	1.0	100%	1.0	0%	0.0	0%	0.0	0%	0.0
29	R.W. Knudsen	Juice Boxes	100% juice	3	100%	4.0	100%	1.0	100%	3.0	0%	0.0	0%	0.0
30	Tree Top	100% Juice	100% juice	1	100%	2.0	100%	1.0	0%	0.0	0%	0.0	0%	0.0
31	Apple & Eve	Fruitables	Juice/water blend	4	100%	4.3	100%	1.0	100%	2.3	0%	0.0	0%	0.0
32	Good 2 Grow	Fruit & Veggie Blends	Juice/water blend	1	100%	2.0	100%	1.0	100%	2.0	0%	0.0	100%	4.0



Source: On-package marketing analysis (August, 2019)