

On-package marketing on children's sweetened drink sub-brands

Ranked by average # of child features per package

Rank	Brand	Sub-brand	Category	# of unique packages	Nutrition-related claims						Other marketing messages					
					Sugar claims*		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	% of packages with message	Avg # per package
1	Kool-Aid	Sour Jammers	Fruit drink	3	0%	0.0	0%	0.0	100%	1.0	0%	0.0	100%	5.0	0%	0.0
2	Capri Sun	Sport	Flavored water	3	100%	3.0	100%	4.0	100%	4.0	100%	1.0	100%	4.0	100%	1.0
3	Kool-Aid	Bursts	Fruit drink	2	100%	1.0	100%	1.0	100%	2.0	0%	0.0	100%	4.0	100%	1.0
4	Hi-C	Hi-C	Fruit drink	10	90%	1.0	100%	1.9	100%	1.0	100%	1.0	100%	3.7	0%	0.0
5	Hawaiian Punch		Fruit drink	10	30%	1.0	100%	2.7	100%	1.3	70%	1.0	100%	3.3	70%	4.0
6	Kool-Aid	Singles	Drink mix	1	100%	1.0	100%	3.0	100%	1.0	0%	0.0	100%	3.0	0%	0.0
7	Capri Sun	Roarin' Waters	Flavored water	6	100%	2.0	100%	2.0	100%	3.0	100%	2.0	100%	3.0	100%	2.0
8	Tum E Yummies	Tum E Yummies	Flavored water	2	0%	0.0	100%	3.0	0%	0.0	100%	1.0	100%	3.0	0%	0.0
9	Bug Juice	Bug Juice	Fruit drink	1	0%	0.0	100%	1.0	0%	0.0	0%	0.0	100%	3.0	0%	0.0
10	Hawaiian Punch	Light	Fruit drink	1	0%	0.0	100%	3.0	100%	1.0	100%	1.0	100%	3.0	100%	4.0
11	Capri Sun	(Original)	Juice Drink Fruit drink	13	100%	2.0	100%	2.0	46%	1.3	100%	2.0	100%	2.4	62%	2.0
12	Kool-Aid	Canisters	Drink mix	6	50%	1.0	100%	3.0	100%	1.0	0%	0.0	100%	2.0	0%	0.0
13	Kool-Aid	Liquid	Drink mix	6	100%	1.0	100%	2.0	100%	1.0	0%	0.0	100%	2.0	0%	0.0
14	Apple & Eve	Water Fruits	Flavored water	3	100%	2.0	100%	4.0	100%	2.0	100%	3.0	100%	2.0	0%	0.0
15	Robinson's Fruit Shoot	Hydro Sparkling	Flavored water	1	100%	2.0	100%	2.0	100%	2.0	100%	2.0	100%	2.0	0%	0.0
16	Good 2 Grow	Organic 75% Less Sugar	Fruit drink	2	100%	2.0	100%	2.0	100%	1.0	100%	3.0	100%	2.0	100%	1.0
17	Kool-Aid	Jammers	Fruit drink	7	100%	1.0	100%	1.9	100%	1.0	0%	0.0	100%	2.0	43%	1.0
18	Kool-Aid	Zero Sugar Jammers	Fruit drink	1	100%	1.0	100%	2.0	100%	1.0	0%	0.0	100%	2.0	0%	0.0
19	Minute Maid	Lemonade	Fruit drink	1	0%	0.0	100%	2.0	100%	1.0	100%	1.0	100%	2.0	0%	0.0
20	Mondo Squeezers	Mondo Squeezers	Fruit drink	2	100%	1.0	100%	2.0	100%	1.0	0%	0.0	100%	2.0	0%	0.0
21	Kool-Aid	On the Go	Drink mix	3	100%	1.0	100%	2.0	100%	1.0	0%	0.0	100%	1.7	0%	0.0
22	Little Hug	Fruit Barrels	Fruit drink	2	0%	0.0	100%	1.5	100%	1.0	50%	1.0	100%	1.5	0%	0.0

Most



continued

On-package marketing on children's sweetened drink sub-brands (continued)

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					% 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	% of packages with message	Avg # per package
23	Kool-Aid	Packets	Drink mix	10	0%	0.0	100%	3.0	100%	1.0	0%	0.0	100%	1.0	0%	0.0
24	Robinson's Fruit Shoot	Hydro	Flavored water	2	100%	2.0	100%	2.0	100%	2.0	100%	2.0	100%	1.0	0%	0.0
25	Fruit Rush	Fruit Rush	Fruit drink	1	0%	0.0	0%	0.0	100%	1.0	0%	0.0	100%	1.0	0%	0.0
26	Kool-Aid	Multiserve	Fruit drink	1	0%	0.0	100%	1.0	100%	1.0	0%	0.0	100%	1.0	0%	0.0
27	Kool-Aid	Sparklers	Fruit drink	2	100%	2.0	100%	2.0	100%	1.0	100%	1.0	100%	1.0	100%	1.0
28	Mott's	Juice Drink	Fruit drink	1	0%	0.0	100%	2.0	100%	1.0	100%	1.0	100%	1.0	100%	4.0
29	Robinson's Fruit Shoot	No Sugar Added	Fruit drink	1	100%	2.0	100%	2.0	100%	1.0	100%	2.0	100%	1.0	0%	0.0
30	Apple & Eve	On the Go/ fruit drinks	Fruit drink	2	50%	1.0	100%	2.5	100%	1.0	50%	2.0	0%	0.0	0%	0.0
31	Little Hug	Big Hug	Fruit drink	1	0%	0.0	100%	2.0	100%	1.0	0%	0.0	0%	0.0	0%	0.0
32	Robinson's Fruit Shoot	Made With Real Sugar	Fruit drink	1	100%	1.0	100%	1.0	100%	1.0	100%	3.0	0%	0.0	0%	0.0
33	Sunny D	Sunny D	Fruit drink	3	0%	0.0	100%	1.0	100%	1.0	0%	0.0	0%	0.0	0%	0.0



*Subset of ingredient claims

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