

[Date]

Larry D. Young  
President and Chief Executive Officer  
Dr Pepper Snapple Group, Inc.  
5301 Legacy Drive  
Plano, TX 75024

Dear Mr. Young:

Our organizations write to request that Dr Pepper Snapple Group stop all marketing of unhealthy beverages to children and youth. The negative health effects of consuming sugary drinks are well documented. Just one regular soda contains more added sugar than most young people should consume in an entire day and increases the likelihood of a child becoming obese by nearly 60 percent.

We commend Dr Pepper Snapple Group on its commitment not to market non-juice beverages in print, broadcast, or online media where more than 35 percent of the primary audience is children under the age of 12. We also welcome the recent announcement by your company to join the American Beverage Association, the Alliance for a Healthier Generation, and executives from Coca-Cola Co. and PepsiCo to reduce the number of calories consumed from beverages by 20 percent nationally by 2025. Front of pack, caffeine, vending, and soda dispenser labels also are positive steps toward enabling consumers to make informed decisions.

Although Dr Pepper Snapple Group's commitments on these fronts are laudable, we urge you to adopt a more comprehensive policy on marketing to children. As noted in Sugary Drink FACTS 2014, a recent report from the Rudd Center for Food Policy & Obesity on the nutrition and marketing of sugary drinks to children, your policy has limitations that allow your company to continue to market sugary drinks directly to children. For example,

- The primary audience for Sun Drop soda ads was children as evidenced by the fact that children under 12 saw 10% more of these ads than adults saw, and, children 12 and older saw 2.3 times as many of these ads than adults saw.
- The Teenage Mutant Ninja Turtles promotion for Crush soda utilized licensed characters for a movie that was extremely popular with children.
- The Snapple Spiny Lobsters in Snaplantis mobile advergame app features cartoon characters with obvious appeal to children.

Dr Pepper Snapple Group should take stronger action to protect children from marketing that encourages them to consume products that can damage their health. Public health advocates agree that adopting a policy with these additional protections would have a substantial positive impact on children's dietary choices:

- Protect children from sugary drink advertising at least through age 14. Children ages 12 to 14 face heightened risk from the influence of unhealthy food marketing due to higher levels of media consumption and higher levels of independence, but a still poorly developed ability to forgo short-term rewards for long-term benefits such as good health;
- Define "child-audience" to include any audience with 25% or more child viewers ages 14 and younger;
- Define "child-directed advertising" to include the use of techniques that widely appeal to children 14 years old and younger, such as advergames, music and sports celebrities, licensed media properties, and other child-oriented activities;
- Limit marketing in middle and high schools, not just elementary schools, including all forms of in-school promotions, school fundraisers, and team sponsorships; and
- Cover all other forms of marketing to children 14 and younger, including sponsorships, on-package marketing, in-store displays, giveaways and incentives, social media marketing, and mobile apps.

We urge Dr Pepper Snapple Group to demonstrate its sincerity about protecting children by joining the Council of Better Business Bureaus' (BBB) Children's Food and Beverage Advertising Initiative (CFBAI), in addition to strengthening your marketing policy to fill in gaps in the CFBAI program. We welcome the opportunity to work with you and your staff and look forward to hearing your plans on this important issue.

Sincerely,

FMW Steering Committee Members

Cc:  
Elaine Kolish  
Susan Neely