



## Keurig Dr Pepper Responsible Marketing Policy – United States

At Keurig Dr Pepper (KDP), our values, ethics and integrity are deeply embedded into how we conduct ourselves and operate our business. This includes our commitment to responsibly marketing our beverage and food products, as well as our appliances.

As a company committed to operating responsibly, we aim to ensure that our beverages make a positive impact with every drink. Our products have been enjoyed by families for generations and we respect and appreciate the trust our consumers put into our company and our products. To ensure that trust, we market and advertise our products in a truthful manner, appropriate for the intended audience (see Marketing to Children section below), and in compliance with all applicable laws.

Our products and brands are loved by all ages and can be consumed as part of a balanced and active lifestyle. We encourage families to make the right choices for themselves, and we support them in this process by providing clear calorie labels on the front of our beverage products, offering smaller portion sizes and numerous regular, low and no calorie options, and include our nutrition and ingredient list on our website. When it comes to children, we believe that parental and caregiver involvement is the key to choosing how and where we promote our family of products.

This Responsible Marketing Policy provides the guidance we follow when creating and communicating the benefits of our products to consumers. We will review the policy annually and adjust as necessary to consider evolving consumer preferences and any new regulations.

This policy pertains to products, brands and communications authorized and approved by KDP, including advertising, packaging, sponsorships, influencer marketing and all owned social media communications across the United States. Additionally, we regularly monitor unauthorized communications regarding our products and services.

### **Responsible Marketing Guidelines**

- KDP endeavors to comply with all relevant state, local and federal laws and regulations related to the advertising and marketing of our products, including appliances. In the event of any unintended non-compliance, we take immediate action to rectify it.
- KDP will aim to be honest and truthful in all marketing and advertising.
- KDP agency partners will not knowingly select media placements in or adjacent to content that is discriminatory or harassing to individuals or groups based on sex, race, color, national or ethnic origin, ancestry, religion, age, marital/civil union status, gender identity or expression, transgender status, physical or mental disability, place of birth, pregnancy, veteran status, sexual orientation, genetic information, or any other personal characteristic protected by law.
- KDP will provide accurate ingredient lists, nutrition and health claims on individual packaging, outer packaging and on our website at [www.kdpproductfacts.com](http://www.kdpproductfacts.com)
- KDP is committed to ensuring that energy drinks are safe and enjoyed responsibly. We display energy drink caffeine content from all sources and advisory statements indicating that energy drinks are not recommended for children, pregnant or nursing women, or those sensitive to coffee.



## **Marketing to Children**

When it comes to children, we respect the role of parents and caregivers as the decision makers in what gets bought and consumed. That is reflected in how and where we promote our products. In the U.S., we removed full-calorie soft drinks in schools and replaced them with a range of low- and no-calorie options and smaller-portion sizes, as part of our industry's voluntary School Beverage Guidelines. This voluntary step helped form the basis of the "Smart Snacks" national nutrition standards, established by the U.S. Department of Agriculture, for foods and beverages sold in schools.

In the U.S., our Marketing to Children Policy is detailed in our pledge as a member in the Better Business Bureau's Children's Food and Beverage Advertising Initiative (CFBAI). CFBAI is a voluntary self-regulation program whose members agree to certain guidelines (the Pledge) when advertising to children. The KDP Pledge includes the following statements:

- We do not advertise any of our products in mediums primarily directed to children under the age of six.
- We do not advertise our products in mediums that are primarily directed to children under the age of 13, unless the product meets CFBAI nutrition criteria.
- We define media that is primarily directed to children under 13 years old to be a program or website where the audience generally consists of 25% or more of children under the age of 13. This is a stricter standard than required by CFBAI, which considers media primarily directed at children under 13 when the audience is 35% or more of that age group.

You can view our [CFBAI Pledge here](#). We monitor and report compliance with our standards annually as part of our CFBAI membership.

Effective: June 5, 2023