



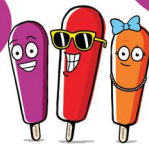
Popsicle® pops combine bold, refreshing flavors and fun shapes that kids can enjoy as a treat as part of a balanced diet and active lifestyle.

OUR KIDS PORTFOLIO

We participate in the Children's Food and Beverage Advertising Initiative, A program of the Council of the Better Business Bureaus

Our kid's portfolio:
Offers small pops that range from 30-110 calories per pop

Most of our kid's SKUs contain $\leq 10g$ of sugar



WHAT IS THE TASTY TREATS METER?

OUR POPSICLE® TASTY TREATS METER SHOWS HOW OUR POPS STACK UP AGAINST OTHER POPULAR KIDS TREATS.

TURN ME OVER



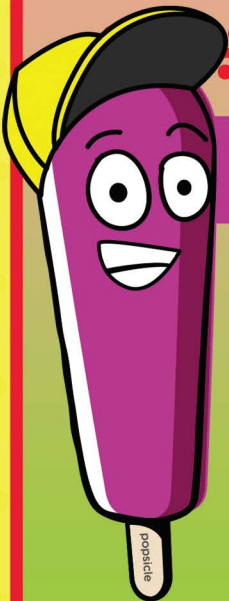
HOW TO USE THE METER SAVES JUST UNDER 200 CALORIES



BROWNIE



**ADD A PIECE OF FRUIT TO A SMALL POP
FOR A TREAT UNDER 100 CALORIES THAT
MAKES BOTH MOM AND KID HAPPY**



TRY THIS FUN ACTIVITY

**CREATE A REAL LIFE TASTY TREATS METER.
USE REAL FOODS AND A 3 FOOT LONG
METER. HAVE EVERYONE GUESS HOW
MANY CALORIES ARE IN EACH FOOD BY
PLACING THE FOODS ON THE METER.**