Nestlé USA’s Amendment to 2010 CFBAI Pledge

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Nestlé USA is formally amending its 2010 Children’s Food and Beverage Advertising Initiative Pledge as follows:

- Remove Nestlé ® Push Up® frozen dairy dessert from the list of brands advertised to children. Removal was effective as of January 2011.

- Remove Nestlé® Juicy Juice ® Sparkling Fruit Juice Beverage from the list of brands advertised to children. Removal effective March 2012.