

Chex FACTS

Company: *General Mills* ■ Marketed directly to children: **No** ■ FACTS Index: **68**

Comprising several varieties and ranking fifth in share of shelf, Chex is one of the largest brands. Nutritionally, its 8 varieties range from very unhealthy (Cinnamon Chex) to relatively healthy (Multi-Bran Chex and Wheat Chex), but all are family-targeted and sport few child features on their packaging. Chex hosts a website containing some child-targeted pages, but exposure is not high. It also has a modest in-store marketing presence.

Nutrition Facts:

Overall Nutrition Score: 44.2 Ranking: **21 of 43**

NUTRITION OVERVIEW*							
Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
Chocolate	46	25%	3%	750	No	No	----
Cinnamon	38	27%	0%	633	Yellow 6 Lake Blue 2 Lake	No	----
Corn	44	10%	3%	935	No	No	----
Honey Nut	42	28%	3%	719	No	No	----
Multi-Bran	50	21%	13%	660	No	No	----
Rice	42	7%	0%	926	No	No	----
Strawberry	42	26%	3%	645	Red 40 Lake	No	----
Wheat	52	11%	11%	723	No	No	----

*As of May 31, 2009

Marketing Facts:

Total advertising spending (\$000): \$9,650. Ranking: **9**

TELEVISION ADVERTISING

Television advertising exposure: Ranking: **20**

AVERAGE ADS VIEWED BY AGE AND DEMOGRAPHICS*				
Children		Adolescents		
2-5 years	6-11 years	Child/Adult viewing ratio	12-17 years	Teens/adults viewing ratio
0	1	0.3	1	0.5

*From 1/1/08 to 3/31/09

INTERNET MARKETING

Child-targeted website exposure: Ranking: **10**

► Chex.com

Child-targeted banner ad exposure: None

WEBSITE EXPOSURE*			
Avg unique visitors Age 2-11 (000)	Avg unique visitors Age 12-17 (000)	Avg times visited per month	Avg minutes per visit
5.9	11.3	1.2	2.6

*From 1/1/08 to 3/31/09

IN-STORE MARKETING*

Total share of shelf: 2.24% Ranking: **5**

In-store displays and promotions: Ranking: **17**

SHELF SPACE		DISPLAYS		PROMOTIONS	
% of stores stocking	Avg # facings per store	% stores with displays	Avg # displays per store	% stores with promotions	Avg # promotions per store
91%	13.3	20%	3.0	60%	10.2

*From 05/09 to 06/09

PRODUCT PACKAGING*

Health features on the box **Ranking: 13**

INGREDIENT CLAIMS		HEALTH CLAIMS		HEALTH URLS
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
100.0%	1.9	0.0%	0	71.4%

*From 1/1/08 to 3/31/09

Key Developments:

- **April 2008** – General Mills launches new Rice Chex, reformulated to be gluten-free.

Child engagement features on the box **Ranking: 29**

CHILD FEATURES		PROMOTIONS	GAMES URL
% of boxes	Features per box	% of boxes	% of boxes
0.0%	0.0	14.3%	0.0%

*From 10/08 to 3/09

- **June 2009** – General Mills launches new Corn Chex, Honey Nut Chex, Chocolate Chex, Strawberry Chex, and Cinnamon Chex, all reformulated to be gluten-free.