

Company	Key Brands Owned (Shown for context; may not be part of commitment)	% of Products Containing Synthetic Dyes (2020) ¹	Commitment to Phase Out Synthetic Dyes	Timeline	Past Commitments	Commitment to Phase Out Titanium Dioxide
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The Campbell's Company	V8, Pepperidge Farms, Lance, Snack Factory, Prego, Kettle Brand, Snyder's of Hanover, Cape Cod	7%	All products	March-August 2026	Pledged to phase out artificial colors by mid-2018 but did not meet the deadline.	No plan
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The Coca-Cola Company	Coca-Cola, Fanta, Minute Maid, Vitaminwater, Powerade, Simply, Sprite	22%	No plan	N/A	None	No plan
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Conagra Brands	Birds Eye, Duncan Hines, Healthy Choice, Marie Callender's, Reddi-wip, Slim Jim, Orville Redenbacher's, Vlasic	5%	All products	Frozen brands: End of 2025 K-12 school food: Beginning of 2026-2027 school year All products: End of 2027	None	No plan
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Danone	Activia, International Delight, Silk, Dannon, Yo Crunch, Light & Fit, Oikos	4%	Unclear ²	No timeline provided	None	No plan
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Ferrero	Jelly Belly, Laffy Taffy, NERDS, SweetTarts, Black Forest, Brach's, Fun Dip, Trolli, Blue Ribbon Classics, Nutella, Keebler, Kinder	60%	No plan ³	N/A	None	No plan
Flower Foods	Nature's Own, Dave's Killer Bread, Canyon Bakehouse, Wonder, Tastykake, Mrs. Freshley's, Simple Mills, Wonder	16%	No plan	N/A	None	No plan
General Mills	Lucky Charms, Trix, Cinnamon Toast Crunch, Betty Crocker, Haagen Dazs, Cheerios, Nature Valley, Old El Paso, Pillsbury, Totino's, Annie's	19%	All products	K-12 school foods: Summer 2026 Cereals: Summer 2026 All products: End of 2027	Pledged in 2015 to remove artificial colors from all cereals. Never reformulated cereals like Lucky Charms; removed artificial dyes from Trix then switched back in 2017.	No plan
Grupo Bimbo	Bimbo, Arnold, Sara Lee, Little Bites, Entenmann's, Takis, Thomas'	9%	All products	End of 2026	None	No plan

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Hershey	Hershey's, Reese's, Kit Kat, Jolly Rancher, Twizzlers, Good & Plenty, Ice Breakers, SkinnyPop, Dot's Homestyle Pretzels	33%	All products	All products: End of 2027	None	No plan
Hormel Food Corp	Applegate, Corn Nuts, Justin's, Planters, Skippy, SPAM	1%	Unclear ⁴	No timeline provided	None	No plan
J.M. Smucker Co.	Hostess, Smucker's, Jif, Uncrustables	7%	All products	K-12 school foods: By the 2026-2027 school year All products: End of 2027	None	No plan
Kellanova ⁵	Austin, Cheez-It, Club Crackers, Eggo, MorningStar Farms, Nutri-Grain, Pop-Tarts, Pringles, Rice Krispies Treats, RXBAR, Town House	24%* *Data from Kellogg's, which split into WK Kellogg Co and Kellanova in 2023.	All products	K-12 school foods: Within the 2026-27 school year All products: End of 2027	Kellogg Company (which split into WK Kellogg Co and Kellanova in 2023) pledged in 2015 to phase out artificial colors from cereals and snack bars by 2018 but did not meet the deadline.	No plan

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Keurig Dr Pepper	Dr Pepper, 7UP, Crush, Canada Dry, Sunkist, Schweppes, Hawaiian Punch, Snapple, Yoo-Hoo, A&W, Stewart's, Mott's	31%	No plan	N/A	None	No plan
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Kraft Heinz	Kraft, Heinz, Kool-Aid, Jell-O, Capri-Sun, Crystal Light, Jet-Puffed, Oscar Mayer	15%	All products	All products: End of 2027	None	No plan
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Mars	M&M's, Skittles, Starburst, Snickers, Twix, Dove Chocolate, Orbit, Juicy Fruit, Combos	52%	No plan ⁶ *Mars Wrigley, the company's confectionary and gum subsidiary, will offer limited dye-free alternatives in 2026.	N/A	In 2016, pledged to remove all artificial colors, including titanium dioxide, from its products by 2021. Mars later limited this commitment: it removed synthetic colors from its U.S. dinner foods but chose to prioritize removal only in European markets for its treats and snacks.	Some products ⁷
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McCormick & Company	McCormick, Frank's Red Hot, Cholula, French's, Thai Kitchen	3%	Unclear ⁸	No timeline provided	None	No plan
McKee Foods Corp	Little Debbie, Sunbelt Bakery, Drake's, Fieldstone Bakery	46%	No plan	N/A	None	No plan
Mondelēz	belVita, Chips Ahoy!, Clif, Honey Maid, Milka, Nabisco, Nilla, Oreo, Ritz, Sour Patch Kids, Swedish Fish, Triscuit, Wheat Thins	29%	Unclear ⁹	No timeline provided	Pledged in 2015 to remove artificial colors from many brands by 2020 but did not meet that deadline.	No plan
Nestlé USA	Nestlé Toll House, Nesquik, Stouffer's, DiGiorno, Lean Cuisine	1%	All products	All products: Mid-2026	Pledged in 2015 to remove synthetic dyes from chocolate candy products, but the scope was limited and it's unclear whether the company fully delivered; the pledge did not cover other candy lines (e.g. SweeTarts, Nerds) later sold to Ferrero in 2018.	No plan

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PepsiCo	Pepsi, Lay's, Doritos, Tostitos, Fritos, Cheetos, Gatorade, Ruffles, Mountain Dew, Lipton, Rockstar Energy, Quaker, Sabra	31%	Some products ¹⁰	K-12 school foods: 2025-2026 school year Lay's and Tostitos: End of 2025	None	No plan
Post Holdings	Honey Bunches of Oats, PEBBLES, Grape Nuts, Peter Pan, Ronzoni, Weetabix, Bob Evans Farms, Owens, Crystal Farms	24%	No plan	N/A	None	No plan
Tyson Brands Inc	Tyson, Jimmy Dean, Hillshire Farms, Sara Lee	2%	All products	All products: May 2025	None	All products ¹¹
Unilever	Ben & Jerry's, Cornetto, Hellmann's, Knorr, Magnum, Wall's	7%	No plan	N/A	None	No plan

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WK Kellogg Co ¹²	Froot Loops, Apple Jacks, Frosted Flakes, Frosted Mini Wheats, Rice Krispies, Kashi	24%* *Data from Kellogg Company, which split into WK Kellogg Co. and Kellanova in 2023.	All products	Cereals sold to K-12 schools: By the 2026-2027 school year All products: End of 2027	Kellogg Company (which split into WK Kellogg Co and Kellanova in 2023) pledged in 2015 to phase out artificial colors from cereals and snack bars by 2018 but did not meet the deadline.	No plan
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Footnotes

- 1** 2020 synthetic dye prevalence data from [Dunford et al. \(2025\)](#).
- 2** Danone’s CEO said the company is working to determine how it can remove artificial dyes across its portfolio, noting that their products sold to U.S. schools do not contain synthetic colors.
- 3** Ferrero and its affiliated companies, including Ferrara Candy Company, stated they will continue to comply with all applicable laws and regulations regarding food additives, and that their products are safe to enjoy.
- 4** Hormel Foods’ 2024 Global Impact Report stated that for 10 years, the company has invested in efforts to enhance and simplify ingredient statements, an initiative that includes removing artificial colors and flavors when possible.
- 5** [Kellanova](#) will be [acquired by Mars](#). The merger is anticipated to be completed at the end of 2025.
- 6** Mars stated it is still evaluating alternatives and has not yet identified effective solutions.
- 7** Mars confirmed in May 2025 that it had removed titanium dioxide from Skittles.
- 8** Some media reports suggested McCormick & Company will fully eliminate synthetic dyes, based on a CEO [earnings call](#) discussing reformulation in general terms. McCormick told CSPI (September 2025) that it is reformulating the few retail products containing synthetic dyes and will comply with FDA’s 2027 Red 3 deadline but has not confirmed plans or timeline to remove synthetic dyes from all products.
- 9** Reuters reported that Mondelez stated via email it is actively working to transition to natural dyes.
- 10** PepsiCo [aims](#) to migrate to natural colors – or at least provide consumers with the option – in “the next couple years.” They [plan](#) to introduce extensions of Cheetos and Doritos that will contain no artificial colors.
- 11** Tyson will also [remove](#) titanium dioxide from branded products by the end of 2025.
- 12** WK Kellogg Co was [acquired](#) by Ferrero in September 2025. It is unclear if Ferrero will uphold WK Kellogg Co’s [commitment](#) to eliminate synthetic dyes.