

Changing Labels

If food industry can change labels for holidays and movie premieres, why not for public health? Delaying the updated Nutrition Facts label beyond the July 2018 compliance deadline denies consumers the information they need and want to make healthy choices.

Pepperidge Farm Goldfish



Nabisco Oreo



Kraft Macaroni and Cheese



General Mills Honey Nut Cheerios



Pepperidge Farm Goldfish

Princess, released 2014:

<http://reelgirl.com/2014/06/pepperidge-farm-introduces-princess-goldfish-gendering-kids-food-reaches-new-low/>
<https://www.pepperidgefarm.com/product/goldfish-cheddar-princess/>

Finding Dory, released 2016:

<https://www.pepperidgefarm.com/newsroom/pepperidge-farm-releases-special-edition-goldfish-crackers-featuring-disney-pixar-finding-dory-packaging/>

Cars 3, released 2017:

<http://www.danthepixarfan.com/2017/05/cars-3-pepperidge-farm-goldfish.html>

Nabisco Oreos

Halloween:

<https://www.amazon.com/Nabisco-Oreo-Halloween-Chocolate-Sandwich/dp/B009C84STK>

Winter:

https://www.amazon.com/15-35Z-OREO-WINTER-SW-CKIE/dp/B00IO2KDYE/ref=sr_1_1_s_it?s=grocery&ie=UTF8&qid=1499352992&sr=1-1&keywords=winter+oreos

Winter Coloring Theme, released 2015:

<http://www.adweek.com/creativity/oreo-gets-trend-adult-coloring-holiday-packaging-you-can-draw-168023/>

Peeps, released 2017:

<http://www.adweek.com/creativity/peeps-flavored-oreos-are-here-and-theyre-turning-peoples-poo-pink/>

Spring:

https://www.amazon.com/Oreo-Seasonal-Spring-Limited-1535/dp/B007H0ROWS/ref=sr_1_1_s_it?s=grocery&ie=UTF8&qid=1499353045&sr=1-1&keywords=spring%2Boreo&th=1

Fireworks, released 2017:

<http://time.com/4770605/firework-oreos/>

Kraft Macaroni and Cheese

Monsters University, released 2013:

<http://pechluck.com/mac-n-cheese-monstersu/>

Teenage Mutant Ninja Turtles, released 2014:

<https://www.ispot.tv/ad/7BK0/kraft-macaroni-and-cheese-go-ninja-go-featuring-vanilla-ice>

Minions, released 2015:

<https://www.amazon.com/Kraft-Minions-Shaped-Macaroni-Different/dp/B0106O18SM>

<https://digiday.com/marketing/minions-mania-weirdos-took-world/>

Star Wars, released 2015:

<http://www.kraftmacandcheese.com/products/bluebox/starwars-shapes>

<http://www.latimes.com/food/dailydish/la-dd-star-wars-mac-n-cheese-20150505-story.html>

Trolls, released 2016:

<http://www.kraftmacandcheese.com/products/bluebox/trolls>

<https://www.facebook.com/kraftmacaroniandcheese/photos/pb.320312388266.-2207520000.1480089985./10154593155648267/?type=3>

Finding Dory, released 2016:

<http://www.kraftmacandcheese.com/products/bluebox/finding-dory-shapes>

<http://deadline.com/2016/04/finding-dory-promo-partners-disney-1201741568/>

General Mills Honey Nut Cheerios

Usher, released 2014:

<http://kellystilwell.com/entertainment/starting-day-right-honey-nut-cheerios-usher/>

Minions, released 2015:

<https://redheadmom.com/2015/07/find-the-7th-minion-toy-with-general-mills-cereal/>

Star Wars, released 2015:

<https://blog.generalmills.com/2015/10/these-are-the-droids-youre-looking-for/>

DC Comics, released 2017:

<https://blog.generalmills.com/2017/02/cereal-boxes-in-a-league-of-their-own/>