

Christian Moms Say This Pop Tart Commercial Crosses the Line

Have you seen Kellogg's new Pop Tart commercial? If so, you can't miss the double entendre. One Million Moms is calling it both inappropriate and unnecessary.

"Foul language or the implication of it is not needed in this commercial, but that is exactly what Kellogg's intended with their play on words," One Million Moms says on its website.

In case you haven't seen the offensive animated commercial, it features a mother Pop Tart and a Father Pop Tart looking lovingly at their newborn baby Pop Tart.

"He so has your peanut butter. Well, he's got your jelly," they say to one another.

The nurse walks in, appearing ready to eat the baby Pop Tart and saying, "Time for a feeding."

The parents respond, "No! Ah, jam it!"

As One Million Moms sees it, the advertisement could have ended with "No!" but Kellogg's chose to include a phrase that sounded just like a curse word.

"Kellogg's should be more responsible in their marketing decisions. Let them know that as a parent and consumer, you are offended [that] the company cares more about financial gain than the impression made on our children," the group urges.

"Kellogg's executives apparently don't care about what children hear as long as it puts money in their pockets. Everyone knows kids repeat what they hear. This is weak

marketing, and Kellogg's should have the corporate responsibility to not use an age old euphemism that offends families."

Want to let Kellogg's know how you feel? [Click here](#) to take action.