45% of young people have milk on cereal regularly, (Dairy Council poll 2012)
Calcium fortified cereals, especially when consumed with milk, make an important contribution towards daily calcium intake.

Breakfast cereals are often fortified with Folic Acid
The benefits of folic acid before and during pregnancy are well documented but not everyone knows that folic acid is an essential nutrient. It is required for the formation of genetic material and red blood cells.

On average, a bowl of cereal with milk provides you with =200kcal.
Breakfast should provide 20% of your daily energy intakes (600kcal) and carbohydrates should contribute to about half of this.

Breakfast cereal is the easiest way to get more fibre in your diet
Choose breakfast cereals with more than 6 grams of fibre per 100 grams.

Iron-fortified breakfast cereals make a valid contribution to iron status
Eating foods rich in vitamin C with iron-rich foods improves iron absorption. Make sure you have a glass of orange juice with your breakfast cereals.

Only 5% of sugar in the diet comes from breakfast cereals
Sugar has been a key part of the diet for years as it is an important form of carbohydrate and a good source of energy, especially for the brain.

Vitamin D helps absorb calcium and so plays an important role in bone growth and maintaining bone health
Make sure your breakfast cereal contains vitamin D.

Fortified breakfast cereals can make a significant contribution to overall daily vitamin intakes
B-group vitamins are essential for a variety of functions in the body including metabolism, cell development and to maintain a healthy nervous system.

Breakfast cereals are =50% lower in salt than they were in 1998
Food manufacturers have been working hard to reduce the sodium content of breakfast cereals and they are continuing to do so, but in reality breakfast cereals only contribute less than 2% of the nation's salt intake.

Breakfast cereal can have a positive effect on mental performance
Eating breakfast has been shown to enhance memory, concentration and performance at school, as well as improving mood.

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