Across the UK, many children start their morning with a bowl of cereal and milk. Breakfast cereal has long been seen as a healthy choice to start the morning – thanks to the fact that it provides a range of nutrients, including vitamins and minerals. But recent guidance to reduce the amount of free sugars* consumed each day has focused attention on the sugar content of all foods, and particularly those in children’s diets. As a commonly consumed food, breakfast cereals are no exception. So what are the nutritional benefits, and how much sugar does cereal contain?

Thankfully, the news is good. The figures show ready-to-eat breakfast cereals actually make a reasonably small contribution to children’s sugar intake, providing only around 6% of daily intake for pre-school children and 8% for four to 10-year olds.

Starting each morning with a bowl of fortified cereal with milk or yogurt is also a tasty way to bring important nutrients to the breakfast table each morning, including essential B vitamins and iron.

**Why choose a cereal breakfast?**

As with any food, it’s important to consider its contribution to your overall diet and not just the contribution of a single nutrient. With that in mind, children who regularly eat breakfast cereal tend to have a better all-round nutrient intake – they generally have lower amounts of fat and sugar in their diet, and higher intakes of a range of vitamins and minerals when compared with breakfast-skippers or those eating other choices.

All Kellogg’s children’s cereals** provide at least one quarter of the recommended intake of 6 B-group vitamins (thiamin (B1), riboflavin (B2), niacin (B3), vitamin B6, vitamin B12, folic acid) per serving. They are also a source of vitamin D and iron. And, 94% of our breakfast cereals are now at least a source of fibre (3g or more fibre per 100g)**

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**Cutting sugar in Kellogg’s foods**

Kellogg’s is committed to reducing the sugar content of its foods by improving existing recipes and meeting strict sugar targets for new foods. Progress has already been across a number of brands, and more sugar reductions are planned for 2016. Check out the nutrition panel on packs where you can see how much sugar is in the food per serving and per 100g.
Take a look below – you may be surprised by how little sugar many Kellogg’s cereals contain.

Legend Guide: ¼ tsp = <2g; ½ tsp = 2-3g; 1 tsp = 4-6g; 1½ tsp = 7-8g; 2 tsp = 9-11g.

For more information visit kelloggsnutrition.com/cuttingsugar

References:

*The term free sugars includes any sugar (e.g. sucrose, fructose or glucose etc.) added to a food or drink during its manufacture or preparation at home, plus the sugars present in honey, syrups or fruit juices.
**Kellogg’s children’s range consists of Corn Flakes, Coco Pops range, Mini Max, Rice Krispies range, Honey Loops and Frosties.
***Calculated September 2015.

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