Getting Real About Cereal

Cereal has been a mainstay in the morning for decades – and for good reason. Ready-to-eat cereals meet consumers’ wants and needs in a nutrient-dense, convenient and affordable way.

With so many options at breakfast, cereal can be overlooked as a great choice. Yet there are so many reasons to take another look at cereal:

• Cereal eaters tend to consume less fat, less cholesterol and more fiber than non-cereal eaters¹
• Ready-to-eat cereal is a leading source of 10 nutrients in U.S. children’s diets²
• Adults, children and adolescents who eat cereal tend to weigh less or have a lower BMI (body mass index) than those who do not eat cereal or skip breakfast³⁻⁵
• A cereal and milk breakfast can provide calcium, vitamin D, fiber and potassium – four nutrients most likely to be lacking in the American diet⁶
• Cereal is the leading whole grain source for Americans, including children⁷
• Regular cereal eaters tend to have higher milk intakes⁸⁻¹⁰
• It is quick and easy to prepare and eat; one of the most convenient ways to get the benefits of a healthy breakfast

9 out of 10 adults fail to get enough fiber. Kellogg’s has more than 30 varieties of cereal that are a good source of fiber

Cereal offers an ideal calorie/nutrient ratio

For relatively few calories*, a cereal breakfast packs in a lot of nutrients.

<table>
<thead>
<tr>
<th>Calories</th>
<th>Breakfast</th>
</tr>
</thead>
<tbody>
<tr>
<td>150</td>
<td>Cereal + Fat Free Milk</td>
</tr>
<tr>
<td>290</td>
<td>Breakfast Burrito</td>
</tr>
<tr>
<td>380</td>
<td>Blueberry Muffin</td>
</tr>
<tr>
<td>400</td>
<td>Bagel with Cream Cheese</td>
</tr>
<tr>
<td>470</td>
<td>Egg and Sausage Sandwich</td>
</tr>
<tr>
<td>490</td>
<td>Acai Smoothie Bowl</td>
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</tbody>
</table>

The realities of sugar

Ready-to-eat cereals provide only a small proportion of the average person’s daily intake of sugars. There’s a range of added sugar in Kellogg’s cereals to meet consumers’ wants, and we’re committed to further reducing added sugars and artificial ingredients in our cereals, having already surpassed goals for 2020.

4% of added sugar intake in the U.S. is from ready-to-eat cereal.⁶

Evaluate sugar by the company it keeps.

*Average serving of Kellogg’s cereal, other nutrition data from leading manufacturers
A cereal for everyone

People have different tastes and nutrition priorities. That’s why Kellogg’s makes a cereal for everyone to enjoy. We have cereals to match the full spectrum of needs across Fun, Balanced and Functional – allowing everyone to find a cereal that’s right for them, the occasion and the experience desired.

Cereal is simple

Cereal often gets a bad rap for being overly processed, yet our recipe is simpler than you may think. Many of our cereals start with wholesome grains, like wheat berries, rice and corn, that are cooked with just a handful of other ingredients like vitamins and minerals.

From seed to spoon

Better breakfasts start with cereal

For those time-crunched mornings, it’s tough to beat a bowl of cereal for a simple and quick nutritious breakfast. Inside that bowl you can easily cover off on three food groups – grains, dairy and fruit. Swap yogurt for the milk to make a quick smoothie bowl or yogurt parfait.

Visit KelloggsNutrition.com for additional recipe ideas with cereal and more information about the goodness of grains.

Harvested → Puffed, Flaked or Shredded → Blended with Ingredients → Enjoy!

Frosted Flakes® can be a delicious, joyful moment any time of day.

Frosted Mini-Wheats® offers a balance of taste and nutrition for no-fuss mornings.

A bowl of Special K® Protein and milk is great post-workout fuel of carbohydrates and protein, plus essential vitamins and minerals.

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