Cereal & Milk

BREAKFAST FOR KIDS

Ready-to-eat cereal and milk is a leading source of nutrients in the diet. A serving of Kellogg cereals and one cup of skim milk can provide protein and four nutrients most people don’t get enough of: Fiber, calcium, Vitamin D and potassium.

Why Breakfast?

• After 8 to 12 hours without eating, our brains and bodies are ready to refuel.
• A breakfast of cereal and milk can help set our children up for a great day.
• Even though breakfast is widely seen as the most important meal of the day, breakfast consumption continues to decline as children get older.

Why Cereal and Milk?

• Cereal and milk is a simple to prepare breakfast - teaching kids to pour a bowl of cereal with milk helps encourage independence and healthy lifetime eating habits, depending on age and development level.
• A bowl of cereal and milk is a great option for children because it allows them to get nutrients they might otherwise miss, in a great-tasting food that encourages them to eat breakfast.
• One serving Kellogg’s cereal and one cup of skim milk is a powerful combination of protein and grains that helps recharge your body. Protein helps you rebuild, grains help you recharge.
• Children who eat a cereal breakfast, compared to those who do not eat breakfast – including presweetened cereal – tend to get more fiber, calcium, Vitamins A and C, zinc, riboflavin and iron, and tend to have lower BMIs and less chance of being overweight or obese.
• Cereal contributes less sugar than you may think – less than four percent of daily added sugar intake in the U.S. diet comes from cereal. Eating cereal (even presweetened) may be linked to improved nutrition and lower fat, sodium and cholesterol intake.

Visit www.Kelloggs.com/CerealAndMilk for more information to help you choose the best cereals for you and your family.