Protein & Grains

There is a lot of information out there about what nutrients are most important at breakfast, but the truth is, a simple bowl of Kellogg’s® cereal and one cup of skim milk gives your body grains and protein to help start the day right.

Protein (rebuild) + Grains (recharge)

- Breakfast is an important way to start the day. After going all night without eating, your body needs to refuel which is why breakfast is so important.
- The duo of cereal and milk is a great combination: carbs to efficiently recharge after the overnight fast and protein helps rebuild protein lost daily by the body.
- It doesn’t get much easier than pouring cereal and milk in a bowl. A serving of Kellogg’s cereal and 1 cup of skim milk may provide nutrients many people don’t get enough of, including fiber, calcium, Vitamin D and potassium.
- If looking for alternative milk options – try adding one serving of soy milk to your cereal.¹
- Cereal and milk is a leading source of 10 nutrients in people’s diets, making it a nutritious choice for the number of calories it provides.¹

Why Grains?

- Grains have been a vital source of nourishment for thousands of years. Grains provide carbohydrates, fiber and other key nutrients that contribute positively to health.
- Grains help recharge the body – glucose from carbohydrates is the primary and preferred source of energy for the brain and other tissues.
- Carbohydrates at breakfast are the most efficient and effective way to help recharge the body quickly after the nightly fast.

Why Protein?

- Protein is a building block for the body and needs to be consumed daily in order to help rebuild protein lost daily by the body.
- Nearly six out of 10 Americans consider protein when choosing foods and almost all of them are trying to consume more of this nutrient.²
- In a recent survey conducted by Kellogg’s, protein was found to be the most important attribute of a nutritious breakfast, followed by fiber.
- 1 cup of milk can provide 8 grams of protein, jump starting the goal to get approximately 46-56 grams of protein per day for women and men respectively.

Cereal with milk is part of a complete breakfast that allows you to easily include important nutrients in your daily diet. Visit www.kelloggs.com/cerealandmilk for more information to help you choose the best cereals for you and your family. To build your own cereal breakfast and see the nutritional use the Kellogg’s interactive tool at www.ChooseMyBowl.com

¹ NHANES, 2003-2006. Nutrients include: vitamins A, B6, B12 and D; riboflavin; niacin; folate; iron; zinc and thiamin.
² 2012 Food & Health Survey, International Food Information Council
³ Analysis of Average Daily Fiber Intake Among Ready-To-Eat Cereal Consumers: Role of Whole-Grain Cereals in Closing the Fiber Gap. American Journal of Lifestyle Medicine, March 6, 2013. Authors C.L. Williams, Pat Felt-Gunderson.
* Check the nutrition label for the full nutritional profile soy milk provides.