Did you know that cereal and milk are a dynamic duo?

One serving of over 20 Kellogg’s cereals and 1/2 cup skim milk are a powerful combination of grains and protein that helps recharge your body.

Kellogg’s MyBowl™ Tips for a Balanced Breakfast

Kellogg’s MyBowl™ is a tool to help you build a nutritious cereal, milk and fruit breakfast.

Here are MyBowl’s top 5 tips:
1. Use smaller bowls.
2. Choose lowfat or skim milk.
3. Try cereals with at least 3 grams of fiber per serving.
4. Add some color with fruit.
5. Enjoy breakfast as a family!

Learn more about MyBowl™ and the benefits of a cereal breakfast at ChooseMyBowl.com.

Five Myths and Facts about Cereal

Despite its many assets, cereal is sometimes misunderstood. See how well you know cereal.

Myth 1: It’s OK to skip breakfast.
Fact: Eating a breakfast like Kellogg’s® cereal* with a ½ cup of skim milk helps recharge your body. Together, grains and protein help you start the day right. Protein is an essential building block for the body and grains have carbs that can help provide energy.

Myth 2: It’s better to eat high-protein foods for breakfast instead of cereal.
Fact: Actually, a serving of cereal* and a ½ cup of skim milk provides a combination of grains and protein that help recharge your body. Protein helps you rebuild and grains help you recharge. Protein is an essential building block for the body, and the carbs provided by cereal are the most efficient source of energy.

Also, the cereal and milk combo is a leading source of 10 nutrients in people’s diets, making it a nutritious choice for the amount of calories provided.

Myth 3: All whole-grain cereals are a good source of fiber.
Fact: All whole-grain cereals are not a good source of fiber. That’s because some grains have more starch in their kernel and some have more fiber-containing bran.

For the best of both worlds, check the Nutrition Facts panel on whole-grain cereals and choose one that’s a good or excellent source of fiber:
- A “good source” is at least 3 grams of fiber, or 10% Daily Value, per serving.
- An “excellent source” is at least 5 grams of fiber, or 20% Daily Value, per serving.

The fiber payoff: Adults who eat whole-grain cereals with at least 3 grams of fiber per serving get 42% more fiber at breakfast and 14% more fiber throughout the day than adults who eat whole-grain cereals with less fiber.

Myth 4: Cereal crowds out other nutritious foods from the diet.
Fact: Eating cereal may actually encourage people to eat other nutritious foods. For instance, cereal helps drive milk intake since 86% of cereal is eaten with milk. Most people don’t meet recommendations for dairy products like milk, which is a concern because milk provides important nutrients such as calcium, vitamin D and potassium.

A cereal-and-milk breakfast is also an opportunity to add a serving of fruit—sweet!

Final Fact: The amount of sugar from cereal in the average diet is small. Cereals supply about 4% of kids’ daily added sugar intake. A bit of sugar helps the nutrients go down: the combo of cereal and milk is a leading source of 10 important vitamins and minerals in kids’ diets.
Break Out of the Breakfast Bowl!
A serving of cereal with fruit and milk makes a great breakfast. But you can enjoy cereal in many other ways.
• Tote cereal in a resealable plastic bag for an on-the-go snack.
• Use crushed corn flakes as a crunchy casserole topping or coating for baked chicken and fish.
• Eat cereal and milk for dinner or a bedtime snack when you get home late.
• Layer cereal, yogurt and fruit for a breakfast, snack or dessert parfait.

Test Your Cereal Smarts
1. The _____________ in grains help your body recharge.
2. ________ is an essential building block for the body.
3. The combo of cereal and milk is a leading source of ___ nutrients in people’s diets.
4. A breakfast of _________ and _______ helps recharge your body.

Answers: 1. Carbohydrates; 2. Protein; 3. 10 nutrients; 4. Cereal and milk

For more information:
Academy of Nutrition and Dietetics eatright.org
Kellogg’s® Kelloggs.com
Kellogg’s® MyBowl™ ChooseMyBowl.com

REFERENCES
1. NHANES, 2003-2006. Nutrients include: vitamins A, B6, B12 and D; riboflavin; niacin; folate; iron, zinc and thiamin.
5. Dietary Guidelines for Americans, Department of Health and Human Services (HHS) and the Department of Agriculture (USDA), 2010.

Cereal: It Just Fuels Right!
Cereal and milk** is a great combo of carbs from grains to efficiently recharge after the overnight fast and protein to help rebuild from the body’s normal daily protein breakdown.