

Kellogg's

Cereal: The Complete Story.

Kellogg's Corn Flakes was created in 1906, kicking off our century-plus dedication to delivering nutrition in the great-tasting cereals people love to eat. Over the years, we became the first food company to hire our own dietician, opened our own research labs, and kept up with nutrition science around the world. The evidence backs up what we've always known: Cereal is a great choice for breakfast, the most important meal of the day.

Quick facts on breakfast cereal.

- Cereal is a low-fat, nutrient-dense, cholesterol-free food that encourages people to eat breakfast.
- Ninety-five percent of cereal in developed markets is eaten with milk, helping boost milk intake.¹
- Our simple recipes start with grains and lead to great cereals, many with five or less ingredients.
- Less than one in 10 U.S. adults and children get enough fiber in their diets.² That's why Kellogg offers more cereals with at least a good source of fiber (3 grams) and at least one-half serving of whole grains (8 grams) than any other food company in the US.
- Ready-to-eat cereal + milk = A leading source of 10 nutrients in children's diets in the U.S.

Average calories per serving.

Cereal compares favorably to many other traditional choices.³



Cereal*+ skim milk 152 calories



Two slices of toast (butter and jam) 225 calories



Eggs, bacon and toast 309 calories



Bagel with cream cheese 342 calories

*Avg. Kellogg's cereal

Children who eat cereal regularly tend to have lower BMIs.

||| Fewer than 4 servings in 14 days

/// 4 to 7 servings in 14 days

■ More than 7 servings in 14 days

Percent overweight age 4-6

||| 48%

/// 35%

■ 26%

Percent overweight age 7-9

||| 50%

/// 38%

■ 16%

Percent overweight age 10-12

||| 45%

/// 37%

■ 21%

Only 4% of daily added sugar intake in the U.S. comes from cereal.⁴

Cereal is a smart economic choice.

Average cost of a serving of cereal with milk:

50¢

A healthy family habit.

Sharing three or more family meals per week (including breakfast) pays off for kids, making them.⁵

24%

More likely to eat healthy foods

35%

Less likely to have eating disorders

20%

Less likely to eat unhealthy foods

12%

Less likely to be overweight

1. Song, WO, OK Chun, J Kerver, S Cho, CE Chung, S Chung (2006) Ready-to-Eat Breakfast Cereal Consumption Enhances Milk and Calcium Intake in the US Population. J Am Diet Assoc. 2006;106:1783-1789. 7

2. Mosfegh A, Goldman J, Cleveland L (2005). What We Eat in America, NHANES 2001-2002. Usual Nutrient Intake from Foods as Compared to Dietary Reference Intakes

3. USDA's National Nutrient Database for Standard Reference (SR v24) <http://www.nal.usda.gov/fnic/foodcomp/search>.

4. U.S. Department of Agriculture and U.S. Department of Health and Human Services. Dietary Guidelines for Americans (DGA), 2010. 7th Edition, Washington, DC: U.S. Government Printing Office, December 2010.

5. Hammons AJ, Fiese BH. (2011) Is frequency of shared family meals related to the nutritional health of children and adolescents? Pediatrics. 127(6):e1565-74.