

Benefits of Cereal

1. Cereal contributes **<5%** of added sugar in the US diet.

(NHANES 2017-2018)

2. Cereal eaters get *no more* added sugar in their diets than non-cereal eaters

(NHANES 2017-2018)



3.

The **#1 source** of whole grain and fiber for kids at breakfast is cereal



4. Cereal eaters consume **50% more milk**



5. A serving of Kellogg's® cereal with milk and fruit is **<\$1.00**

(Based on the average cost of a serving of Kellogg's cereal products with more than 4 servings per container, ¾ cup milk, and 2oz of bananas, apples or strawberries (Nielsen: 52 WE, March 25, 2024)



6. Cereal is the largest contributor of **iron and folic acid** among foods in the WIC (Women, Infants, and Children) Program



7. Over **98%** of our packaging is recyclable or recycle ready

8. Cereal eaters get more **Vitamin D, Iron, Potassium, Calcium,** and less fat and sodium than non-cereal eaters

(NHANES 2017-2018)



9. **Cereal** is one of the top foods **fruit** is added to

(2020 State of the Plate: America's Fruit and Vegetable Consumption Trends)

10. New research continues to show cereal does **not** contribute to poor health, despite its level of processing

(Córdova, Reynalda, et al. "Consumption of Ultra-Processed Foods & Risk of Multimorbidity of Cancer & Cardiometabolic Diseases: A Multinational Cohort Study." *The Lancet Regional Health - Europe*, vol. 35, 1 Nov. 2023, pp. 100771.)



11. Among the top 5 center store categories, cereal leads in providing **positive nutrition**



12. Families who eat cereal regularly enjoy more time **together** and stress less at mealtimes

