



Good Things Come in Small Bites

New Mini-Wheats Little Bites cereal provides a tasty high fibre whole grain boost in a kid-friendly size*

TORONTO, August 31, 2010 – The Kellogg's family is happy to announce the arrival of *Mini-Wheats*' newest member, *Mini-Wheats Little Bites*. Offering all the fun and delicious taste of *Mini-Wheats* but in smaller, easier to eat bite-sized pieces, new *Mini-Wheats Little Bites* cereal was designed specifically for little mouths – making them less of a mouthful for your little handful.

With less than three per cent of children aged four to eight meeting the Institute of Medicine's recommended intake of 25 grams of fibre per day¹, finding tasty and fibre-rich breakfast solutions is top of mind with many parents. With six grams of fibre per serving, one bowl of *Mini-Wheats Little Bites* cereal provides children aged four to eight with 24 per cent of their daily fibre requirements.

“At Kellogg, we pride ourselves on offering consumers nutritious and delicious breakfast options that will please both health-conscious parents and finicky little eaters,” says Johanne Trudeau, Registered Dietitian and director of nutrition marketing, Kellogg Canada Inc. “With its high fibre whole grain and low fat content, *Mini-Wheats Little Bites* is a great option for parents who are focused on increasing their children's fibre intake without sacrificing great taste.”

Despite its small size, *Mini-Wheats Little Bites* packs a hefty nutritional punch. It's a source of nine essential nutrients including zinc, iron and thiamine – key nutrients important for growing children. Made with a 100 per cent whole grain biscuit, *Mini-Wheats Little Bites* is an excellent choice at breakfast and its little size also makes it a perfect portable snack.

Available in two delicious flavours, *Mini-Wheats Little Bites* (Original Frosted and Cocoa) delivers the whole grain and fibre parents demand with the great taste children love.

Mini-Wheats Little Bites cereal is now available at major grocery retailers across Canada. A 445-gram box retails for approximately \$4.99.

¹ Health Canada, Canadian Community Health Survey Cycle 2.2, Nutrition. (2004). Nutrient Intakes from Food. Provincial, Regional and National Summary Data Tables: Volume 1.

Nutrition Profile: *Mini-Wheats Little Bites* Original Frosted cereal (51 biscuits/55g serving):

- High in fibre
- Made with a 100 per cent whole wheat biscuit
- Low fat
- No added salt
- Source of nine essential nutrients (including iron and zinc)

Nutrition Profile: *Mini-Wheats Little Bites* Cocoa cereal (52 biscuits/55g serving):

- High in fibre
- Made with 100 per cent whole wheat biscuit
- Low fat
- Source of nine essential nutrients (including iron and zinc)

About Kellogg Canada

Founded in 1914, Kellogg Canada is the leading manufacturer of ready-to-eat cereal in Canada. The company's brands include Special K*, Vector*, All-Bran*, Kellogg's Corn Flakes*, Kellogg's* Two Scoops* Raisin Bran, Eggo*, Nutri-Grain*, Rice Krispies*, Pop-Tarts*, Kellogg's Frosted Flakes*, and Froot Loops*. In addition to providing nutritious, high-quality foods, Kellogg Canada is committed to educating consumers and health professionals about nutrition and healthy, active living through responsible packaging, brochures, advertising and scientific symposia. For more information, visit the Kellogg Canada website at www.kelloggs.ca.

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