

Kids and adults who regularly eat cereal tend to have lower body mass indexes and are less likely to be overweight than those who eat cereal less frequently.^{1,2}



Kellogg helps moms keep their morning simple with cereal varieties for everyone in the family



For more information, please visit www.loveyourcereal.ca

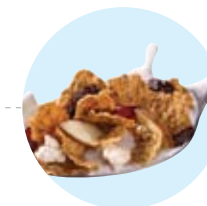
References

- ¹ Albertson AM, Affenito SG, Bauserman R, et al. The relationship of ready-to-eat cereal consumption to nutrient intake, blood lipids, and body mass index of children as they age through adolescents. *J Am Diet Assoc.* 2009;109:1557-1565.
- ² Albertson AM, Anderson GH, Crockett SJ, Goebel MT. Ready-to-eat cereal consumption: its relationship with BMI and nutrient intake of children aged 4 to 12.
- ³ Preziosi P, Galan P, Deheeger M, Yacoub N, Drewnowski A, Hercberg S. Breakfast type, daily nutrient intakes and vitamin and mineral status of French children, adolescents and adults. *J Am Coll Nur.* 1999;18:171-78.
- ⁴ IPSOS Reid RTEC 2009 Consumption Report.
- ⁵ Calculation represents the average price of one serving of Kellogg Canada Inc. cereal and half a cup of milk. Based on Nielsen MarketTrack Average Retail Price/Unit for 52 week period ending December 20, 2008.
- ⁶ Centers for Disease Control and Prevention. National Center for Health Statistics. National Health and Nutrition Examination Survey data. Hyattsville, MD: US Department of Health and Human Services, Centers for Disease Control and Prevention, [2005-06] [http://www.cdc.gov/nchs/nhanes].
- ⁷ Canadian Nutrient File 2007b.
- ⁸ Canadian Community Health Survey (CCHS) Cycle 2.2. 2004. Health Canada.
- ⁹ Albertson AM et al. Ready-to-eat cereal consumption: Its relationship with BMI and nutrient intake of children aged 4 to 12 years. *J Am Diet Assoc* 2003, 103: 1613-1619.

Kellogg's[®]

love your cereal

Cereal is an easy choice you can feel confident about



Kellogg's[®]



Breakfast is too important to miss. Research shows that essential nutrients that are missed at breakfast are not compensated for at other meals throughout the day.³

From the time W.K. Kellogg developed Kellogg's Corn Flakes* Kellogg Company has established itself as a breakfast innovator. The cereal that changed the way people around the world ate breakfast became the foundation for a long line of cereals and an impressive array of "firsts." Today, we remain just as committed to bringing our best to you each morning. That is why we are giving you information you can use about breakfast and cereal.*

The best way to start the day

Experts worldwide agree that breakfast is the most important meal of the day, for kids and adults alike. And ready-to-eat cereal is a nutritious, convenient and affordable choice. Cereal helps keep mornings simple – kids enjoy a cereal breakfast and moms can feel confident that their kids are getting important nutrients and the energy they need.

Make breakfast a routine in your house, and make sure your kids understand the importance of eating a nutritious breakfast every morning.

Cereal can provide good nutrition

Cereal ranks as one of the best choices available as part of a nutritious breakfast. It offers a fun and easy way to help give kids the nutrition they need.

Cereal is a typically low fat, nutrient dense food with many essential vitamins and minerals. And, in addition to delivering important nutrients and essential vitamins such as iron, B vitamins and zinc, cereal also delivers the important benefits of grains, including fibre. In short, cereal provides good nutrition.

Families count on cereal for convenient, affordable nutrition

Mornings can be hectic. You try to give your kids the best start possible, but in reality, just getting them to eat can be a challenge.

Ease

Cereal keeps mornings simple. Ready-to-eat cereal is the preferred breakfast in many countries and the choices keep getting better. The taste, nutrition and simplicity of Kellogg cereals explain why they are a mainstay in nearly 77 per cent of Canadian homes.⁴

Value

Cereal is a good value. At 50 cents a serving for cereal and milk, families count on Kellogg for convenient, delicious and affordable nutrition.⁵



Find Out the Myths and Realities about Cereal

Keep your mornings simple and your kids happy. Get the dish about why you can be confident in choosing cereal for your family.

➤ **Fact or Myth: Cereal is heavily processed.**

MYTH: It begins simply with a grain.

- Kellogg's* Rice Krispies* cereal begins with puffed grains of rice.
- Kellogg's* Corn Flakes* cereal begins with flattened grits of corn.
- Kellogg's* Mini-Wheats* cereal begins with a shredded wheat berry.
- Kellogg's* Froot Loops* cereal begins with grain-based doughs.

➤ **Fact or Myth: Cereal is high in sugar.**

MYTH: Sugar in ready-to-eat cereals - including kids cereals - contributes less than 5 per cent of daily sugar intake, yet it adds taste, texture and enjoyment that encourages the consumption of important nutrients.⁶

➤ **Fact or Myth: Cereal is high in sodium.**

MYTH: Cereal contains less sodium than many popular breakfast items, including one slice of whole wheat toast, one croissant, one English muffin and half a bagel.⁷ In fact, in Canada, ready-to-eat cereal only contributes about 3 per cent of the sodium in the diet.⁸

➤ **Fact or Myth: Kids cereals contribute to childhood obesity.**

MYTH: Kids cereals have come under attack by some critics in the fight against childhood obesity. Yet, cereal eaters, including those who eat "presweetened" cereals, actually have healthier body weights.⁹ Obesity is the result of an imbalance of calories-in versus calories-out. No single food causes obesity: it's about moderation and balancing calories and physical activity. As a society, we need to focus on both sides of the equation.