

Kellanova Global Nutrition Criteria (KGNC)

Updated 2025

Kellanova has developed nutrition criteria for our foods based on nutrition science and public health dietary recommendations to assess the role of our foods in eating patterns as part of a healthy diet. We consider four principles when designing our foods: the amount of food consumed, the frequency at which it is eaten, the foods it is eaten with, and the alternatives consumers may choose at that eating occasion.

Global Nutrition Criteria Development

We regularly revisit the criteria to ensure they remain in line with the latest science and dietary guidelines. We paid close attention to ensuring KGNC is within 10% tolerance of international benchmarks such as Children’s Food and Beverage Advertising Initiative (CFBAI)¹ and the International Food and Beverage Alliance (IFBA).

Our Global Nutrition Criteria were updated in 2025 from our previous criteria last updated in 2022. The detailed criteria are outlined in [Annex 1](#).

The Kellanova Global Nutrition Criteria:

- Apply to all our core categories
- Include components to encourage, as well as those nutrients to be limited
- Lower our nutrition criteria on nutrients to limit from previous versions

Revision made to KGNC from January 2022			
Category	% reduction compared to the previous version of KGNC		
	Sugar	Sodium	Saturated fat
Ready-To-Eat Cereal (RTEC)	12.5%	15%	24%
Cereal bars	12.5%	28%	N/A
Additional changes to KGNC from January 2025			
Ready-To-Eat Cereal (RTEC)	5%	23%	4%
Cereal bars	2.5%	13%	8%
Waffles and pancakes	10%	N/A	N/A
Savory snacks	N/A	2%	N/A

¹ <https://bbbprograms.org/programs/all-programs/cfbai/cfbainutritioncriteria>

Global Dietary Guidelines

Based on recommendations for dietary intakes issued by authorities such as the World Health Organization, the dietary reference intakes published by the U.S. Institute of Medicine and the European Food Safety Authority, Kellanova has agreed on standardized global dietary guidelines.

Energy (kcal)	Total sugar	Added sugar	Total fat	Saturated fat	Sodium	Fiber	Protein
2000	90g	50g	67g	22g	2000mg	25g	50g

Categorization

Our nutrition criteria recognize the roles different categories play in the overall diet and outline a set of assessment criteria for each food category.

Occasion	% Contribution toward the daily nutrient intake
Breakfast	20% - 25%
Lunch	25% - 30%
Dinner	30%
Snacking Occasions (2)	10% each

Annex 1

Kellanova Global Nutrition Criteria (KGNC)

Category	Calories (kcal/serving)	Total sugar (g per 100 grams)	Sodium (mg per 100 grams)	Saturated fat (g per 100 grams)	Mandatory positive requirements
Ready-to-Eat Cereal (RTEC)	≤220	≤33	≤500	≤4.8	Provides an essential nutrient OR ≥ ½ serving or first ingredient whole grain
Non-savory snacks	≤200	≤34	≤475	≤5.5	Provides an essential nutrient OR ≥ ½ serving or first ingredient of any combination of fruit/vegetable/non- or low-fat dairy/meat or meat alternative/whole grain
Waffles and pancakes	≤300	≤22.5	≤600	≤5	Provides an essential nutrient OR ≥ ½ serving or first ingredient whole grain
Noodles (*as consumed)	≤360	≤5	≤500	≤5	N/A
Plant-based meat alternatives	≤250	≤10	≤800	≤6	Provides an essential nutrient OR Protein ≥ 5 g/100 g
Savory snacks	≤180	≤10	≤840	≤9	No fortification on savory snacks which do not meet KGNC and local regulatory requirements

- Thresholds apply to food as reconstituted, ready for consumptions following manufacturer's instructions.
- Non-savory snacks includes portable snacks, cereal bars, sweet snacks, toastable pastries and cookies.
- Savory snack is defined as all potato and other grain-based snacks and crackers.
- Essential nutrient is any micronutrient, fiber or protein