

# 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

