

Creating *Joy*
and *Connection*
Since 1906



WK Kellogg Co

The *History* of Ready to Eat *Cereal*

W.K. Kellogg, founder of The Kellogg Company, understood the power of grains to support a sustainable, healthy diet – one that is accessible for all.

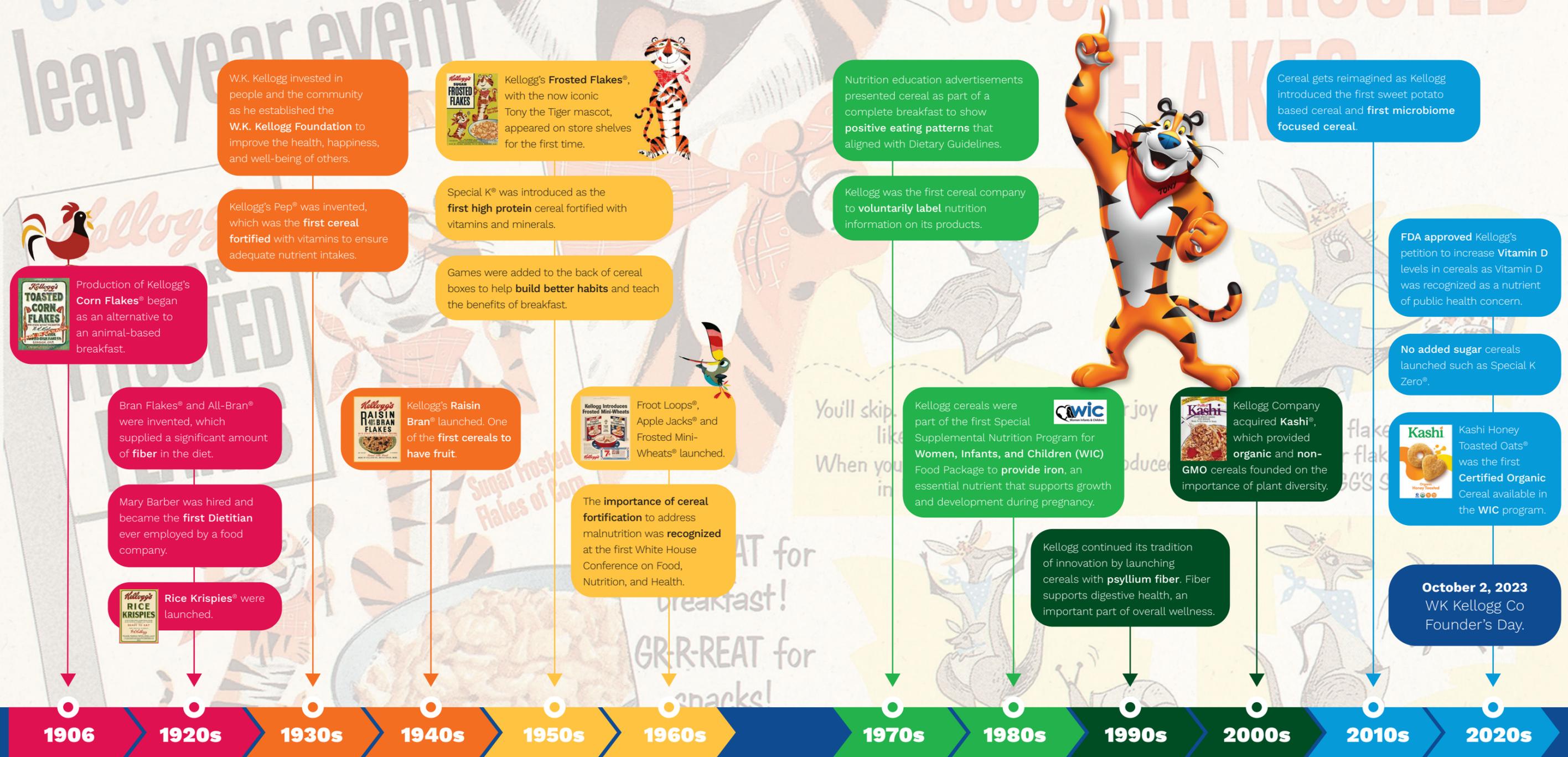
He was a man with a definite purpose – to bring people the life-giving properties of cereal grains in their most appetizing forms. So he invented ready-to-eat cereal to

do just that, and launched an entire food category that continues to thrive today as the core of WK Kellogg Co's business.

Over the years, ready-to-eat cereals have consistently evolved to support wellbeing for all. They now offer a wide range of options that cater to different lifestyles and

health needs. Cereals provide positive nutrients many people lack and can drive consumption of food groups like fruit and milk.

But as we all know, a healthier world is not just about physical health. How we make and share food can spark joy and connection, creating a happier, healthier world.



Breakfast's *Best Kept* Secrets

Once a health food staple, cereal has recently lost some of its shine because of outdated perceptions and new food fads. But there's really no reason for that! Research continues to show cereal's positive impact on healthy dietary patterns. At WK Kellogg Co, we believe ready-to-eat cereal remains an affordable, accessible powerhouse, offering vital fuel for everyone and unlocking the power of cereal grains for all.

So, what's really *fact* vs. *fiction*?

"Those kids go through here like locusts!"

Cereal is Carbs and All *Not All* Carbs are Bad

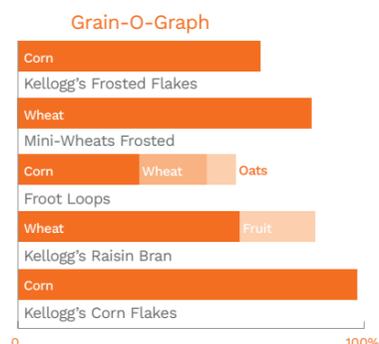
Not all carbohydrate foods are created equal. In a recent study that assessed the quality of different carbohydrate foods based on nutrient content, the majority of ready-to-eat cereals were identified as a higher-quality carbohydrate food.¹ Research shows that children and adults consuming cereal for breakfast:

- have higher daily intakes of dietary fiber, calcium, vitamin D, iron, potassium, magnesium, zinc, vitamin A, B6, B12, thiamin, riboflavin, niacin, folate, whole grains and dairy compared to consumers of a non-cereal breakfast²
- have no difference in intakes of saturated fat, sodium and protein compared to those consuming a non-cereal breakfast²

Cereal is Full of Sugar *Grains*

What does "full" of sugar mean? There is no scientific consensus on the definition of low sugar. Grains, nuts and fruits make up the majority of ready-to-eat cereals. Research continues to show:

- Ready-to-eat cereal contributes to only 5% of added sugar in American diets³
- Cereal eaters get no more added sugar than those who don't eat cereal²
- Cereals that have less than 12g added sugars per serving fit well into dietary recommendations as it is most often consumed with milk and fruit, creating a balanced meal, providing less than 25% of the Daily Value for added sugars



All *Not All* "Ultra" Processed Foods are Bad for You

Scientific evidence shows the level of processing does not always correlate to the nutritional contribution of a food within a healthy diet. The results of recent observational studies evaluating "ultra" processed food intake and risk of negative health outcomes revealed that cereal intake was not associated with an increased risk.^{4,5,6} Additionally, eating cereal has been positively associated with higher diet quality and is not associated with higher body weight in US population research.^{7,8}

Cereal is Expensive *Accessible*

Cereal continues to be a cost-effective way to obtain nutrition.

- A serving of Kellogg's cereal with milk and fruit is <\$1.00.⁹
- Cereal continues to be available through federal feeding programs including SNAP, WIC, and school lunch and school meals.
- 6.6 million women, infants and children have the opportunity to redeem cereal for free as part of the WIC program.



Cereal isn't *Is Extremely Convenient*

A bowl of cereal and milk takes just a few minutes to prepare and doesn't require any cooking. In fact, it is one of the first meals that kids learn to make on their own, creating a benefit beyond the bowl and empowering kids to have independence.

Fortification is "Health Washing" *Improves Public Health*

Fortified foods are major contributors to nutrient intakes of children and adolescents in the US.¹⁰ Research shows that individuals who consume fortified foods are more likely to achieve recommended nutrient intakes than those who do not eat fortified foods.¹¹ Fortification with folic acid helps prevent about 1,300 neural tube defects annually in the US and saves \$600 million each year.¹² Fortified breakfast cereals are top sources of vitamin D, folate and iron.¹³



Nourishing Foods Can't *Can be Fun*

Who says fun foods can't be good for you? With ready-to-eat cereal, people can enjoy eating foods that are also nutritious. By offering a rich multisensory experience, eating nourishes not only our bodies but also our emotional well-being.¹⁴ Cereals can provide positive nutrients while inspiring creative thinking from its variety of colors, shapes, textures, and flavors.

Cereal is All the Same *Provides Variety*

There is a cereal for everyone! In fact, the versatility of cereal is its superpower.

- From light and airy textured cereals with only a few ingredients to more complex and dense cereals
- From snack time to a breakfast, it can be eaten whenever and however you prefer
- From high protein to zero sugar to low carb to high fiber, there is a cereal out there to help you along your health and wellness journey





Feeding Happiness into the Future

We proudly carry on W.K. Kellogg's legacy of doing good with our sustainable business strategy, Feeding Happiness™. This strategy builds upon W.K.'s vision for wellbeing and our company's purpose – to create joy and connection to inspire gr-r-reat days. It enables us to remain “dedicated people making quality products for a healthier, happier world.”

We are proud of the foods we make today:

100%

provide a shortfall nutrient

All of our cereals provide at least one key shortfall nutrient including iron, folate, fiber, or vitamin D and more than 70%* of our cereals contain at least 8g of whole grain.

140*

fiber filled offerings

We are the leader in fiber filled cereals, with more than 140* offerings containing a good source of fiber.

25%

less sugar

Over the past 13 years, we have reduced total sugar, achieving a reduction of over 8% on average in some of our most popular ready-to-eat-cereals and 25% in one of our most popular kid's brands.¹⁵

<50

calories from added sugar

80%† of our cereals contain less than 50 calories from added sugars per serving, or 2.5% of total daily calories.

90%

meet sodium targets

Over 90%* of our cereals are below the FDA's Phase 1 voluntary sodium targets.

0%

high fructose corn syrup

Less than 20%* of our portfolio contains an FD&C color. None of our cereals have high fructose corn syrup, titanium dioxide or aspartame.

*per recipe †per 2023 sales volume

We are also proud of how our brands and employees have been *Feeding Happiness* beyond the bowl:



Creating almost 2 million sports and play experiences for kids



Giving 1+ million free books to kids



Feeding millions of families in partnership with retailers

As we set out on this exciting next chapter, we are putting healthier and happier futures within reach through the foods we make, the way we make them and how we share that food.

WK Kellogg Co will positively impact people and the planet through three focus areas:



Make Eating Well Easy



Help Kids Be Their Best



Better Our Communities

We feed happiness by increasing access to foods providing key nutrients and ingredients.



We spark happiness and confidence for millions of kids through sports, play, and learning.



We feed happiness by investing in the communities we serve, benefiting both people and the planet.



Helping People Be *Healthier, Happier, Together*



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