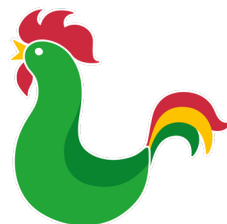


Benefits of Cereal

1. Cereal contributes **<5%** of added sugar in the US diet. (NHANES 2017-2018)



3.



Making Kellogg's Corn Flakes takes roughly **1.5 hours**

2. Cereal eaters get no more added sugar in their diets than non-cereal eaters (NHANES 2017-2018)

4.

Cereal and milk uniquely deliver nutrients Americans don't get enough of;

Potassium, Calcium, Vitamin D, Iron and Fiber (NHANES 2017-2018)



5.

Children consuming cereal have a *lower BMI* and lower prevalence of overweight/obesity than those who don't, regardless of sugar content.



(AdvNutr.2023 Jan;14(1):161-172; doi:10.1016/j.advnut.2022.11.003)

6.

Children in the WIC program who eat cereal have significantly higher intakes of *key nutrients* compared to non-cereal eaters.

(CurrDevNutr.2022 Jun 14;6(Suppl 1):971. doi:10.1093/cdn/nzac067.091)

7.

Over **99%** of WKCC packaging is recyclable or recycle ready



8.

9 out of **10** bowls of cereal are eaten with *milk*

(Nutrients.2019,11,2952; doi:10.3390/nu1122952)

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.

Among the top 5 center store categories, cereal is the only one that provides *positive nutrients*



11.

Families who eat cereal regularly enjoy more time together and stress less at mealtimes

