

Why Cereal?

Great Tasting? YES! Convenient? YES! Nutritious? ABSOLUTELY!



WHOLE GRAIN GOODNESS

Ready to eat cereal is the #1 source of whole grain at breakfast and one of the best ways to get whole grain in your day.

VITAMINS AND MINERALS

Many cereals deliver essential vitamins and minerals, like B-vitamins, iron, and vitamin D. When compared to non-cereal eaters, people who eat cereal tend to take in more key nutrients that are essential to good health.



GOOD COMPANY



Cereal attracts other nutrient dense foods like milk and fruit. In fact, 32% of milk consumed by 4-12 year olds is with cereal.

SWEET SUGAR FACTS



Many cereals contain two teaspoons or fewer of sugar per serving. For kids, those who eat cereal take in the same amount of total sugar as kids who don't while getting key vitamins and minerals.

FAST AND EASY



Cereal is fast and convenient. All you need is a bowl, milk, spoon and you are ready to go!

