A CEREAL FOR EVERYONE

People have different tastes and nutrition priorities. That’s why Kellogg’s makes cereals to match the full spectrum of needs from fun to functional — allowing everyone to find a cereal that’s right for them, the occasion and the experience desired.

Fun

Kids and teens who eat cereal tend to weigh less or have a lower BMI (body mass index) than those who do not eat cereal or skip breakfast.1-3

Balanced

A cereal and milk breakfast can provide calcium, vitamin D, fiber and potassium — four nutrients lacking in the American diet.4

Functional

Adults fail to get enough fiber. Kellogg’s has more than 30 varieties of cereal that are a good source of fiber.4

FROM SEED TO SPOON

The cereal category gets a bad rap for being overly processed, yet our recipe for many cereals is simpler than you may think!

FROM SEED TO SPOON

North American Harvested Grains

Steam Cooked

Puffed, Flaked or Shredded

Blended with Ingredients

Enjoy!

BETTER BREAKFASTS START WITH CEREAL

For those time-crunched mornings, it’s tough to beat a bowl of cereal for a simple and quick nutritious breakfast. Inside that bowl you can easily cover off on three food groups — grains, dairy and fruit.

Regular cereal eaters tend to have higher milk intakes and cereal is the #1 food fruit is added to.5-7