



DID YOU KNOW? THE DIETARY GUIDELINES FOR AMERICANS RECENTLY UPDATED THEIR RECOMMENDATIONS.

Kellogg's has foods to support you in following these recommendations, and they are delicious, affordable, and versatile!

Achieve a healthy dietary pattern through **nourishing, safe, and affordable foods.**

DID YOU KNOW?

90% of the ingredients Kellogg uses are from plants

MorningStar Farms provides a good source of plant-based protein to enable a plant-based eating pattern.

Cereal is the #1 food to which fruit is added. And, a serving of Kellogg's cereal with fruit and milk is just \$1!*

Kellogg has over 120 single serve offering, which has increased by 15% since 2018

*Based on average cost of serving of Kellogg's cereal, ¾ cup (Nielsen: 52 WE, 2019), ¼ cup (USDA ERS, July 2018) of top 3 fresh fruits consumed (The Packer: Fresh Trends, 2019) in US.

Make half your grain consumption whole grains. Aim for 48 grams of **whole grains** a day.



DID YOU KNOW?

Kellogg has over 120 foods that have whole grains as the first ingredient, and over 30 foods in which whole grains make up 100% of the grains provided. And our K-12 portfolio is 100% whole grain rich!

Increase intake of shortfall nutrients **dietary fiber, vitamin D, calcium, and potassium.**

DID YOU KNOW?

60% of Kellogg foods, and 96% of cereals, deliver at least a good source of dietary fiber, vitamin D, calcium, potassium, or whole grains.

Many Kellogg cereals, when combined with milk, provide at least a good source of fiber, vitamin D, calcium, AND potassium.

When choosing refined grains, aim for **enriched grains.**

DID YOU KNOW?

Many of Kellogg's grain-based foods, whether whole grain or fortified, can help consumers meet their nutrient needs by often providing fiber, vitamins, and/or minerals.

Limit foods higher in **added sugar, saturated fat, and sodium.** Aim for less than 10% of calories from added sugar and saturated fat, and less than 2,300 mg of sodium.*

DID YOU KNOW?

63% of Kellogg foods deliver <20% of the daily value of added sugar (10 grams), saturated fat (4 grams), AND sodium (460 mg)

Kellogg's provides 5 cereals that provide less than 5 grams of sugar per serving

*For a 2,000 calorie diet, this means 50 grams of added sugar/day and 20 grams of saturated fat/day