

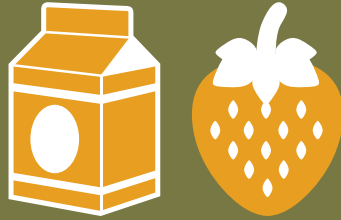
CEREAL: GOODNESS IN EVERY BITE

Kellogg offers a variety of delicious, affordable, and high-quality cereals for you to choose from everyday.



PHYSICAL WELLBEING

- Promotes intake of other food groups, like milk and fruit.



- Boosts vitamin and mineral intake.
- Many cereals are good or excellent sources of fiber, and can help support digestive wellness.



- When combined with cow or soy milk, some cereals can be a source of complete protein, providing the essential amino acids you need.

For more information and sources, visit KelloggsNutrition.com

SOCIETAL WELLBEING

- Many cereal grains are grown by U.S. farmers.
- Cereals are cooked using a simple process: grains are cooked, dried, and shredded, flattened into a flake, or puffed before being toasted.
- Many packaging materials are made from recycled or certified-sustainable sources.



- Is affordable for all and specifically those who might go without.



EMOTIONAL WELLBEING

- Brings families together at the breakfast table.
- The number one food eaten when families eat breakfast together.
- Cereal is versatile! The flavor, crunch, and nutrition in every bite allows you to create fun and tasty mixtures to suit your personality and mood.

