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## KELLOGG'S® BOOSTS AMERICA'S FIBER INTAKE WITH CEREALS THAT OFFER FIBER AND WHOLE GRAINS

**Why settle for one when you can have both?**

BATTLE CREEK, Mich., Feb. 7, 2012 /PRNewswire/ --

### Highlights

- *Kellogg's* helped American families improve their diets by 12+ billion good servings of fiber and 8+ billion servings of whole grains.
- Fiber is important to weight management, yet, as obesity continues to climb, most U.S. adults and children don't get enough.
- Best way to get the fiber you need is through higher-fiber choices of foods you already love.
- All products with whole-grain are not created equal. Look for those that are higher in fiber, according to the Dietary Guidelines for Americans.
- *Kellogg's* offers more cereals with at least a good source (3 grams) of fiber and 8 grams of whole grains than any other U.S. food company (1).

Nutrition experts, moms and Kellogg agree: Children need more fiber in their diets, and the best way to help them get the fiber they need is through the higher-fiber foods they already love.

That's why Kellogg has more cereals that include both a good source of fiber (3 grams) and at least 8 grams of whole grains than any other U.S. food company. In 2010 alone, *Kellogg's* cereals helped American families improve their diets by more than 12 billion good (3 grams) servings of fiber and more than 8 billion servings of whole grains.

"We've responded to moms' wishes for higher-fiber foods that their kids already love with more than 30 cereals that include a good source of fiber and whole grains," said David Denholm, president of U.S. Morning Foods for Kellogg Company. "Since fiber is a nutrient we all need more of, why have a cereal with just whole grains when you can enjoy a cereal with both?"

The 2010 Dietary Guidelines for Americans identified fiber as one of four nutrients of concern that Americans need more of in their diets. The blue-ribbon committee of nutrition experts also recommended that the best way for people to meet their fiber needs is to use the Nutrition Facts label to compare foods with whole-grain and find those choices higher in fiber.

Fiber is an important nutrient beneficial to healthy weight, digestive health and heart health (2). Yet fewer than one in ten U.S. adults and children get the fiber they need. And breakfast is the mission-critical meal when it comes to getting the fiber people need.

"We believe in the power of breakfast and the potential it brings to each new day," Denholm said. "Research shows that those who don't get a good start on their daily fiber requirements at breakfast seldom make up the difference later in the day."

"All whole-grains are not created equal, so it's important to look for foods with whole grain that are also a good source of fiber with 3 grams or more," says DeAnn Liska, Ph.D., senior director of nutrition science at Kellogg Company and a co-author of a recent article



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in *Nutrition Today* (3) that detailed consumer confusion over fiber and whole grains. "For example, replacing your morning cereal with one that includes at least 3 grams of fiber and whole grains is a great jump start to meeting daily fiber requirements."

That's why favorites like *Kellogg's Frosted Mini-Wheats*®, *Apple Jacks*® and *Froot Loops*® (3 – 6 grams of fiber per serving), and mom favorites like *Kellogg's Raisin Bran*® and *All-Bran*® (7 – 13 grams of fiber per serving), are a terrific start to the day.

### **About Kellogg Company**

With 2011 sales of more than \$13 billion, Kellogg Company (NYSE: K) is the world's leading producer of cereal and a leading producer of snacks and frozen foods. Our well-loved brands - produced in 18 countries and marketed in more than 180 countries - include *Cheez-It*®, *Coco Pops*®, *Corn Flakes*®, *Eggo*®, *Frosted Flakes*®, *Kashi*®, *Keebler*®, *Kellogg's*®, *Mini-Wheats*®, *Pop-Tarts*®, *Rice Krispies*®, *Special K*®, and many more. To learn more about Kellogg Company, including our corporate responsibility initiatives and rich heritage, please visit [www.kelloggcompany.com](http://www.kelloggcompany.com).

(1) Based on a Kellogg audit of national breakfast cereals in June 2011. The data was drawn from label, website and a syndicated database and includes nationally distributed ready-to-eat cereals from Kellogg's, General Mills, Post, Quaker and Malt-O-Meal.

(2) While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk.

(3) Hornick B, et al. The fiber deficit, part 1: Whole grain contributions to health and fiber intakes. *Nutrition Today* (2011) 46:293-298

SOURCE Kellogg Company