

CEREAL

THE SECRET SUPERFOOD?

Superfoods including fruits, vegetables and fish provide key vitamins and minerals that our bodies need, but we know it can be challenging to get your family to eat these foods every day. Surprising news: a number of these important nutrients are also found in General Mills Big G cereals!

You can feel great knowing that your kids can consume key nutrients simply by enjoying their favorite cereals, fortified with vitamins and minerals.



A 1 ½ cup serving of **Cheerios™** cereal has the same amount of fiber as a small apple.



A 2 cup serving of **KIX™** cereal provides 6 times more iron than a 2-cup serving of raw spinach.



A 1 ⅓ cup serving of **Rice Chex™** cereal contains as much calcium as 2 ½ cups of raw kale.



A 1 cup serving of **Wheaties™** cereal provides about the same amount of folate as three ½-cup servings of black beans.

Enjoy General Mills Big G cereals and the vitamins and minerals that they contribute as part of a balanced diet.

Kids who participate in the Women, Infants, and Children (WIC[†]) program and who eat breakfast cereal have higher nutrient intakes^{††} and are more likely to meet nutrient recommendations. When compared to WIC kids who do not eat cereal, WIC cereal eaters get:

- 75% more iron
- 47% more zinc
- 36% more vitamin A
- 28% more vitamin D
- 116% more folate
- 16% more fiber
- 57% more vitamin B12
- 53% more vitamin B6

Learn more about making every bite count with the 2020–2025 Dietary Guidelines for Americans at dietaryguidelines.gov.

All superfood nutritional information pulled from the USDA Food Composition Database.

†: WIC is a registered service mark of the U.S. Department of Agriculture for USDA's Special Supplemental Nutrition Program for Women, Infants, and Children.

††: Centers for Disease Control and Prevention (CDC). National Center for Health Statistics (NCHS). National Health and Nutrition Examination Survey Data.

Hyattsville, MD: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, [2013–2014 and 2015–2016], WIC Population, 1–5 years old.



© General Mills.