



# Get More Bang for Your Breakfast.





New research findings from General Mills' Bell Institute of Health & Nutrition suggest that eating fortified ready-to-eat cereal (RTEC) at breakfast is a cost-effective choice that contributes to better intake of some important nutrients, while supporting food group goals.<sup>1</sup>

Dietary intake data from 2,259 children (2-18 years) and 4,776 adults (>19 years) in the 2017-2018 National Health and Nutrition Examination Survey (NHANES) was evaluated to compare daily total nutrient intake, diet quality, and food costs among three groups of individuals:



- 1 Those who consume fortified RTEC at breakfast
- 2 Those who consume a breakfast "other" than fortified RTEC ("other" breakfast)
- 3 Those who do not consume breakfast (no breakfast)

## Benefits by the Spoonful

When compared to those who ate the "other" breakfast or no breakfast at all, those who ate fortified RTEC at breakfast had diets associated with...

-  **Higher intake of each of the nutrients of public health concern** which include fiber, potassium, calcium, and vitamin D.<sup>2</sup>
-  **Higher intake of commonly under-consumed nutrients,**<sup>2</sup> including folate, iron, vitamin B12, vitamin B6, phosphorus, and magnesium.
-  **Higher intake of whole grains and dairy,** positively contributing to food group goals.<sup>2</sup>
-  **No differences in nutrients to limit:** including added sugar, sodium, and saturated fat intake in children; and lower intake of added sugar, sodium, and saturated fat in adults.

## Serving Cereal Makes Cents

-  **Cereal Can Help Save Money at Breakfast:** On average, families who serve their children cereal in the morning spend less per breakfast meal than those who don't.
-  **Breakfast Won't Break Your Budget:** Individuals who eat breakfast do not have higher total daily meal costs than those who don't, when standardized by calories.



These findings suggest that eating fortified RTEC at breakfast may contribute to better nutrient intake and diet quality without increasing total daily meal costs.

General Mills is proud to serve a variety of nutrient dense, affordable, fortified breakfast cereals through our Big G cereal portfolio, which includes iconic brands like Cheerios, Cinnamon Toast Crunch, Rice Chex, and many more! Every General Mills Big G cereal is made with whole grain\* and is fortified with key vitamins and minerals, offering an accessible and delicious breakfast choice families can feel good about.

\*General Mills Big G cereals deliver at least 8g of whole grain per serving. At least 48g of whole grain recommended daily.

### Study conducted by the General Mills Bell Institute of Health and Nutrition

1. Zhu Y, Jain N, Normington J, Holschuh N, Sanders LM. Ready-to-eat cereal is an affordable breakfast option associated with better nutrient intake and diet quality in the US population. *Frontiers in Nutrition*. 2023 January; 9. <https://doi.org/10.3389/fnut.2022.1088080>
2. USDA. Dietary Guidelines for Americans 2020-2025.



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