



Get More Bang for Your Breakfast.



Why eating fortified ready-to-eat cereal at breakfast benefits your family's diet – without breaking the budget.




New research findings^a suggest eating fortified ready-to-eat cereal (RTEC) at breakfast is a cost-effective choice that contributes to better nutrient intake and diet quality.¹


Benefits by the Spoonful


Compared to other groups^b, those who ate fortified RTEC at breakfast had diets associated with...

-  **Higher intake of several key nutrients** including fiber, potassium, calcium, vitamin D, folate, iron, vitamin B12, vitamin B6, phosphorus, and magnesium.
-  **Higher intake of whole grains and dairy,** positively contributing to food group goals.²

-  **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:** Daily meal costs do not differ between those who eat breakfast and those who don't, when standardized by calories.

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^c and is fortified with key vitamins and minerals, offering an accessible and delicious breakfast choice families can feel good about.

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

^b American's daily dietary intake was evaluated to compare total nutrient intake, diet quality, and food costs among three groups of individuals who: 1) eat fortified RTEC at breakfast, 2) eat a breakfast "other" than fortified RTEC, and 3) do not eat breakfast.

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

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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