

## Get More Bang for Your Breakfast.

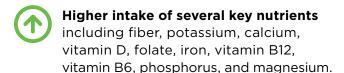
Why eating fortified ready-to-eat cereal at breakfast benefits your family's diet – without breaking the budget.



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

## Benefits by the Spoonful

Compared to other groups<sup>b</sup>, those who ate fortified RTEC at breakfast had diets associated with...







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.





Cereal Can Help Save Money at Breakfast:

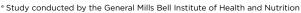
On average, families who serve their children cereal in the morning spend less per breakfast meal than those who don't.



**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<sup>c</sup> and is fortified with key vitamins and minerals, offering an accessible and delicious breakfast choice families can feel good about.



<sup>&</sup>lt;sup>b</sup> 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.

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





<sup>&</sup>lt;sup>c</sup> General Mills Big G cereals deliver at least 8g of whole grain per serving. At least 48g of whole grain recommended daily.