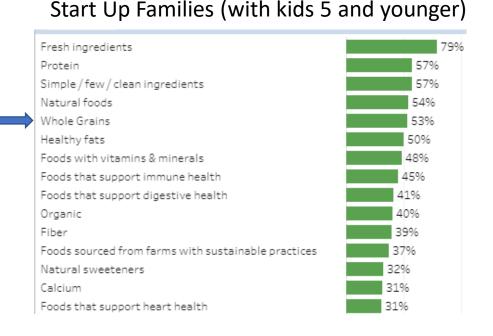
Whole Grains is a Key Cereal Benefit Sought by Start-Up and Hispanic Families

- Whole Grains is one of the top 5 benefits start-up family cereal buyers are seeking (53%)
- Whole Grains is frequently sought by Hispanic families who buy cereal (61%)
- Cereal is the top source of whole grain for the day among WIC kids (Source: NHANES; WIC population 1-5 years)



Fresh ingredients Natural foods 68% 67% Healthy fats 65% Protein 64% Simple / few / clean ingredients Foods that support immune health 63% Whole Grains 61% Foods with vitamins & minerals 61% 58% Foods that support digestive health 52% Fiber Foods that support heart health 48% 47% Organic Nuts 43% 38% Calcium 36% Foods that reduce inflammation 36% Superfoods

Hispanic Families

91%