

# WK Kellogg Co

# Benefits of Cereal

**1.** Cereal contributes **<9%** of total sugar in the Canadian diet

(Canadian Community Health Survey Nutrition 2015)

**3.** **100%** of our paper cereal boxes are recyclable



**2.** Cereal eaters have **lower** intakes of total fat, cholesterol, and sodium

(CCHS-Nutrition 2015)

**4.** Over **half** of cereal eaters' **total milk** consumption is with cereal

(CCHS-Nutrition 2015)



**5.** A serving of Kellogg's® cereal with milk and banana is **<\$1.25**

(Based on the highest avg cost per brand of one serving of Kellogg's cereal (Nielsen: 52 WE, Feb 24, 2024) and monthly avg retail prices for 188 mL milk and 57 g of bananas (Stat. Can. Table 18-10-0245-01, milk per 1 L and bananas per kg) in CAD).



**6.** **63%** of WK Kellogg Co cereal sales in Canada have **<50** calories from total sugar per serving

(Nielsen: 52 WE, Dec 31, 2023)



**7.** Cereal eaters get **31% more vitamin D**, **26% more calcium**, **30% more iron**, and **19% more fibre** than non-cereal eaters

(CCHS-Nutrition 2015)

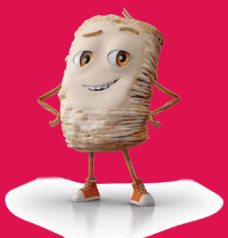


**8.** **Fruit** is added more often to cereal or yogurt than any other food item

(Ipsos FIVE Syndicated, Total Foods, Canada, % Occasions, rolling 12 months ending Dec 2023)



**9.** **76%** of our cereals are made with **whole grain** and over half deliver high fibre



**10.** Families who eat cereal regularly enjoy more time **together** due to less time spent preparing a meal

