

Eating breakfast cereals regularly is the simplest way to get more fibre in your diet.

Evidence suggest that eating a high-fibre diet daily can help to improve digestive health, aid weight loss, reduce blood cholesterol levels and reduce risk of chronic diseases like T2DM, heart disease etc.

Kellogg's All Bran Wheat Flakes provides 5 g of dietary fibre per 40 g serve.

A breakfast of cereal and milk provides grains to help recharge and protein to help rebuild.

Together, grains and milk help you start the day right. Protein is an essential building block for the body and grains have carbohydrates that can help provide energy.

On an average, one serving of Kellogg's ready-to-eat breakfast cereal with 200 ml of cow's milk provides approx 250-300 kcal.

Cereals are relatively lower in calories and yet nutrient dense.

Cereals are typically low in fat, naturally cholesterol free food, which fits into healthy eating recommendations.

ENERGY

FIBRE

PROTEIN

FAT

CALCIUM

BREAKFAST CEREAL
a unique contribution to the diet

B VITAMINS
(Vitamin B1, B2 and B3)

Fortified breakfast cereals can make a significant contribution to overall daily vitamin intakes.

B-group vitamins are essential for a variety of functions in the body including release of energy from food, cell development and to maintain a healthy nervous system.

Cereals are usually consumed with milk that is an important contributor of calcium in the diet.

Also, calcium-fortified cereals like Kellogg Chocos when consumed with milk, makes an important contribution towards daily calcium intake.

One serving of Kellogg's Chocos (30g+200 ml cow's milk) helps to fulfill about 66% RDA* of calcium.

IRON

FOLIC ACID

Breakfast cereals are often fortified with Folic acid.

Folic acid is essential for the synthesis of haemoglobin. Its intake during pregnancy reduces the risk of congenital malformations and increases the birth weight.#

Iron deficiency is one of the commonest nutritional disorder in India.

Iron- fortified ready-to-eat breakfast cereals can make a valuable contribution to iron intake from the diet.

Most of the Kellogg's ready-to-eat breakfast cereals are fortified with iron.

* % RDA (Recommended Dietary Allowance) per day for 7-9 year children basis Nutrient Requirements & RDA for Indians by ICMR, 2010. # Dietary Guidelines for Indians- A Manual, 2011 . NIN, ICMR

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