

know



Cereal



Did you know that ready-to-eat cereal is one of the most popular breakfast food in many countries?

No wonder! Cereal is super-fast, nutritious and tastes great. Eating cereal as part of a balanced breakfast may help with weight management and may have other health benefits, too.

Cereal Delivers Nutrition

Cereal is one of the most popular breakfast foods in many countries. It is nutritious because it provides several key nutrients for relatively few calories. Cereal, including pre-sweetened cereal, supplies B vitamins, vitamin C and minerals like iron, calcium and zinc that are essential for good health. See for yourself with the example below.

Four Myths and Facts about Cereal

Despite its many assets, breakfast cereal is sometimes misunderstood. Let's see how well you know cereal

Myth 1: Breakfast cereal is heavily-processed.

Fact: Making breakfast cereal is a simple process that starts with wholesome grains like wheat, rice, corn, barley and oats. For example, sun-ripened golden corn is simply cooked, lightly flattened and then gently toasted to make them into ready-to-eat cereals in just a few steps. Ready-to-eat cereal helps you to start your day with energy and key nutrients that you would otherwise miss if you skip or skimp breakfast..

Myth 2: Breakfast cereal eaters have been found to have higher BMI (Body Mass index).

Fact: Regular breakfast cereal eaters have been found to have lower BMI. Research suggests that ready-to-eat cereal consumers were less likely to be overweight / obese or have abdominal obesity as compared to other breakfast consumers. Eating cereal as part of a nutritious breakfast and an overall healthy lifestyle may help promote healthy weight in adults and kids.

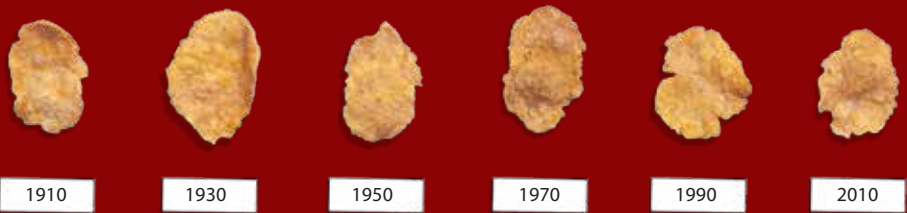
Myth 3: Breakfast cereals are "less nutritious" than other breakfast choices.

Fact: Cereal ranks as one of the most popular breakfast options available. Research reviews have shown that regular breakfast cereal eaters have lower intake of fat and cholesterol, enhanced micronutrient intake, higher milk intake, lower serum cholesterol concentrations and overall improved nutritional status. Ready-to-eat cereals are made from grains that are typically low in fat, naturally cholesterol free and provide protein and fibre. They are also fortified with key vitamins and minerals essential for good health. Ready-to-eat cereals offer great variety along with convenience making them a great way to start the day!

Myth 4: Most cereals are "high" in carbohydrates and that is not good for health.

Fact: Food guides and health authorities around the world recommend whole grains, fibre, fruits and vegetables in particular, as an important foundation for a healthy diet. Carbohydrates breakdown in the body to provide glucose which is a preferred fuel for the brain and body. Carbohydrates or carbs provide the much needed energy to the body when consumed for breakfast after an overnight fast of 10-12 hours. Indian diets are cereal based and 60-70% of the calories are provided from carbohydrates.

Did you know fibre is a type of carbohydrate? Fibre is complex carbohydrate that offers many health benefits. Research studies have shown that majority of people don't get enough fibre and hence are unable to meet their daily fibre requirements. Many of the leading breakfast cereals available in the market are high in fibre or at least a source of fibre. It is important to see the packaging information for the same.




Cereal has been a nutritious, convenient and affordable breakfast choice since the time Kellogg brothers invented it.

Cereal is a morning rock star because it...

- **Tastes great.** Across the globe, ready-to-eat cereal is the most frequently eaten food at breakfast!
- **Puts the "fast" in breakfast.** Pour a bowl of cereal. Add fat-free milk and a handful of strawberries/chopped banana/ dry fruits. Done.
- **Can help meet your daily fibre quota.** Pick a cereal that's a source of fibre (at least 3 grams per 100 grams) or high in fibre (at least 6 grams, per 100 grams).
- **Is nutritious.** Cereal is low in calories and nutritious and delivers valuable essential nutrients including B vitamins and iron.
- **Is typically low fat, cholesterol free** food which fits into healthy eating recommendations.
- **It enhances general well-being.** People who regularly eat cereal tend to be less stressed, less anxious and are less likely to be depressed.
- **It helps incorporate milk into the diet.** 95% of the ready-to-eat cereal in developed nations is eaten with milk, making breakfast cereal an important driver for milk intake and thereby a terrific gateway to calcium, vitamin D and protein.


What a cereal and milk breakfast can do for you!

Rebuild




Protein is a building block for the body and helps you rebuild.

Recharge



Grains have carbs that provide energy to help you recharge.

Refuel



A nutritious breakfast isn't about proteins or grains when you add the two together you get a powerful combination that helps recharge your body.

Break out of the breakfast bowl!

- A serving of cereal with fruit and milk makes a great balanced breakfast. But you can enjoy cereal in many other ways.
- Pack cereal in a re-sealable plastic bag for an on-the-go snack.
 - Eat cereal and skim milk along with a fruit or dry fruits for dinner or a bedtime snack when you get home late.
 - Cereal can be used as a topping for hot chocolate, cold coffee, ice-cream and desserts.
 - Add cereals as a crunchy inclusion in bhel, salads, or make it into the good old chivda. Can also be used a topping for baked dishes or coating for baked cutlet, patties, chicken, fish.

Legal disclaimer: While care has been taken while collating the information provided herein ("Information"), Kellogg India does not guarantee that the Information is free of errors or up-to-date, and makes no representations or warranties, express or otherwise, as to fitness of the Information for any particular purpose or otherwise at all, and further Kellogg India shall not be responsible for any consequences arising from use of or reliance upon the Information. The Information provided (i) is not medical advice and is not meant to act as substitute for medical advice; and (ii) is being issued as part of the nutrition awareness initiative of Kellogg India.

© 2018 Kellogg India Pvt. Ltd. All rights reserved