



MYTH  
TRUTH

# MYTH

All whole-grain cereals  
are a source of fibre.



# TRUTH

Different whole grain cereals provide different amounts of fibre. Not all whole grain foods are good source of fibre. Make sure to flip the package and read the Nutrition Information Panel and check how much fibre a serving provides. It's important to select foods with whole grains that are also a good source of fibre. As per The Food Safety and Standards (Advertising and Claims) Regulations, 2018, to qualify as a “source of fibre” a food should contain at least 3 g of fibre per 100 g and to qualify for “high in fibre” the food should contain at least 6 g per 100 g. The daily recommended fibre intake suggested by ICMR is 40 g/2000 kcal.





# MYTH

Ready-to-eat breakfast cereals are too “sugary”  
and are less nutritious.



# TRUTH

Ready-to-eat breakfast cereals contain a range of sugar levels that to contribute to its texture, colour, appearance and taste. Many cereals like Kellogg's Corn Flakes, Kellogg's Chocos, Kellogg's Special K and Kellogg's Muesli and Kellogg's All Bran Wheat Flakes have less than 10 g (2 teaspoons) of added sugar per serve, while providing key vitamins and minerals essential for good health.

Plus, most of the Kellogg's cereals are made with whole grain and provide protein and fibre, nutrients which many people are not getting enough of.





# MYTH

Cereals are “less nutritious”  
than other breakfast choices.



# TRUTH

Cereals rank as one of the most popular breakfast options available. Research has consistently shown that regular breakfast cereal eaters have lower intakes of fat and cholesterol, enhanced micronutrient intakes, higher milk intakes, lower serum cholesterol concentrations and overall improved nutritional status. Kellogg's cereals are made from grains and are typically low in fat and are naturally cholesterol free. They provide protein and fibre and are enriched with key vitamins and minerals essential for good health. Kellogg's cereals offer great variety along with convenience making them one of the best ways to start the day!





# MYTH

Most Kellogg cereals are “high” in carbohydrates and that is not good for health.



# TRUTH

Food guides and health authorities across the world recommend that whole grains, fibre, fruits and vegetables, are an important foundation for a healthy diet. Carbohydrates or carbs provide energy at breakfast when the body is starting the day after having fasted for 10-12 hours. Indian diets are cereal based and carbohydrates from whole grains, legumes, vegetables and fruits contribute to 55-75% of the total energy intake.

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 recommendations. Many of the Kellogg's cereals are high in fibre like Kellogg's All Bran Wheat Flakes, Kellogg's Ragi Chocos, Kellogg's Special K Protein and Fibre, Kellogg's Oats, Kellogg's Muesli Fruit Magic and Kellogg's Muesli Nut Delight.





# MYTH

Kids cereals contribute to childhood obesity.

# TRUTH

Studies have shown that children who eat ready-to-eat breakfast cereals, actually have healthier body weights. Breakfast cereals are also an important driver for milk intake since they are mostly consumed together.

In addition to getting essential calcium from milk, some Kellogg's cereals like Kellogg's Chocos and Kellogg's Ragi Chocos are enriched with calcium along with iron, zinc and other key essential vitamins which are important for the growth and development of children.

Apart from this, there is evidence that suggests that consumption of presweetened breakfast cereals did not increase the risk of overweight or obesity in children. Obesity is the result of an imbalance of calories-in versus calories-out. No single food causes obesity: it's about moderation and balancing calories along with regular physical activity.



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