



SHOULD I HAVE CEREAL FOR BREAKFAST?

Not Sure; Maybe Not Today



YES!



Great!

75% kids & 73% adults

Perceive cereals to be good breakfast options*

Do you want something great tasting and **nourishing?**

Not today

Yes!

Do you want something **affordable?**

Not today

Yes!

Do you want something **quick?**

Not today

Yes!

IF YOU CHANGE YOUR MIND

cereal is an easy and tasty way to help you get important nutrients.

NO PROBLEM,

Cereals provide nutrition at an affordable cost

OK,

for those times you are looking for a quick and easy breakfast though, remember that...

WHEN YOU CONSIDER

what constitutes a nourishing breakfast, cereal ranks as one of the good choices available.

Help spread the word about its many benefits...

Cereal is NOURISHING

A serving of a typical Kellogg cereal and cow's milk is around

260 CALORIES**

a great choice if you're watching calories. Plus, a serving of Kellogg cereal and one cup of skim milk can provide protein, fibre, vitamins like A, C and B group and minerals like calcium, iron and zinc.

Cereal is A WHOLESOME START TO YOUR DAY

Study after study has shown that people who start their day with a cereal breakfast tend to **WEIGH LESS** than their peers who eat other breakfasts - or skip the meal entirely.

Cereal is BUDGET FRIENDLY

At approximately

₹ 20

a serving, cereal and milk is a delicious and nourishing way to ensure a

GREAT START TO THE DAY.

Cereal is CONVENIENT

It doesn't get much easier than pouring cereal and milk in a bowl. In fact, 9 out of 10 moms*** agree that cereal is a convenient breakfast choice, making it easy to

START THE DAY TOGETHER.

*Nutritional Adequacy of breakfast: Its relationship to daily nutrient intake among children, adolescents and adults.

Dr. Malathi Sivaramakrishnan and Vidya Kamath, College of Home Science, Nirmala Niketan.

An average serving would include 30g cereal +200 ml of cow's milk *July 13-18, 2010, Braun Research and Kellogg Company

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