

# Put More Good into the Morning with Ready-to-Eat Cereal



READY-TO EAT-CEREAL BRINGS KIDS TO BREAKFAST, AND THAT'S A GOOD THING!

WHEN COMPARED TO CHILDREN WHO DON'T EAT CEREAL, RESEARCH SHOWS

## CHILDREN WHO EAT CEREAL...

ARE **LESS LIKELY** TO SKIP BREAKFAST

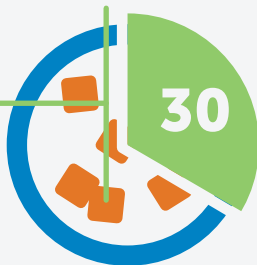


HAVE HIGHER INTAKES OF KEY VITAMINS AND MINERALS, SUCH AS

**CALCIUM, VITAMIN D, FIBER AND IRON**



GET MORE THAN **30 PERCENT** OF THEIR DAILY INTAKE FOR VITAMIN A, B-VITAMINS, AND IRON



HAVE HIGHER **WHOLE GRAIN** INTAKE



HAVE SIMILAR DAILY INTAKES OF **ADDED SUGAR**



HAVE HIGHER **INTAKES OF DAIRY**



## AT ABOUT 50 CENTS PER SERVING,

cereal with milk is a smart choice for breakfast. Add in the convenience of cereal and the great taste, and it's clear why ready-to-eat cereal at breakfast just makes sense (and cents!).



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