

Whole Grains is a Key Cereal Benefit Sought by Start-Up and Hispanic Families

- Whole Grains is one of the top 5 benefits start-up family cereal buyers are seeking (53%)
- Whole Grains is frequently sought by Hispanic families who buy cereal (61%)
- Cereal is the top source of whole grain for the day among WIC kids (Source: NHANES; WIC population 1-5 years)

Start Up Families (with kids 5 and younger)



Hispanic Families

