

Love Your Cereal

New Survey Reveals Cereal Is Mom's Breakfast Partner

(NAPSA)—According to a survey recently conducted by Kellogg Company, 87 percent of moms say that their children regularly eat cereal for breakfast—and that many moms can't be wrong. Eating breakfast can help start your child's day off right, and kids' cereal can help keep the mornings simple. Not only does cereal help jump-start your nutritional intake, but it's also a meal the whole family will enjoy without breaking the bank. Families that eat cereal benefit in many ways:

- According to a study in the *Journal of the American Dietetic Association*, regular cereal eaters, including children, tend to have lower body mass indices (BMI) and are less likely to be overweight than those who eat cereal less frequently.

- Cereal provides good news for moms, as nearly all moms (95 percent) want to make sure their kids get enough vitamins and minerals at breakfast, and cereal is a great solution. Research indicates that, in the U.S., ready-to-eat cereal and milk is the leading source of 10 nutrients in children's diets.

- In addition, research backs up what moms already know: Essential nutrients missed at breakfast are not compensated for during other meals of the day. Kids enjoy cereal and moms feel confident their kids are getting the important nutrients and energy they need.

Cereal Can Provide Important Nutrition

It's what is in your bowl that counts and cereal has a lot to offer.

- **Feel good about breakfast.** Research shows that cereal eaters, including those who eat kids' cereal, have healthier body weights. You can feel good knowing your kids will get the important nutrients and the energy they need for the day at a cost of about 50 cents a bowl—much more economical than the cost of most other breakfast options.

- **Serve your family a wholesome breakfast.** More than four out of five (83 percent) moms surveyed say that at breakfast they are OK giving their children something with a little sugar as long as it also has good nutrients and they know that their



A breakfast including cereal and milk can get your child off to a good start every day.

children will eat what is served. The percentage of sugar consumed by kids from cereal is actually small. According to research, about 5 percent of the sugar consumed by U.S. kids each day comes from cereal. Plus, it is a typically low-fat, nutrient-dense, cholesterol-free food.

Easy and Economical Breakfast Ideas

Fortunately, getting a good breakfast on the table in the morning doesn't require a lot of time or expense.

Here are some simple tips for a wholesome breakfast:

- **Plan in advance.** According to the recent survey, on average, moms spend 20 minutes each morning making breakfast. Save time at breakfast by setting the table and putting out the boxes of cereal the night before.

- **Make breakfast a family activity.** Ask your children to help with breakfast preparation. It can foster togetherness and encourage healthful eating, plus it saves you time.

- **Mix it up.** The wide variety of cereals makes finding a favorite easy. With many great-tasting options, including Kellogg's Froot Loops and Kellogg's Frosted Mini-Wheats, there is no need to sacrifice great taste for nutrition—you can have both. For even more nutrients without a lot of fuss, you can add berries or bananas to your cereal.

Learn More

For more information about kids' cereal, visit www.loveyourcereal.com.