

SUGAR CONTENT OF COMMERCIALY AVAILABLE BREAKFAST CEREALS

Cereals with more than **25.6%** total sugar content **will not** be accepted for the bread or bread alternate requirement.

NON-ACCEPTABLE CEREALS

(all 25.7% total sugar or higher)

<u>PRODUCT</u>	<u>MANUFACTURER</u>	<u>TOTAL SUGAR % DRY WEIGHT</u>
Almond Delight	Ralston	28.2
Alpha Bits	General Foods	39.2
Apple Almond Crunch-Muslix	General Mills	31.0
Apple Cinnamon Cheerio	General Mills	36.0
Apple Jacks	Kelloggs	50.0
Batman Returns	Ralston	39.2
Berry Berry Kixs	General Mills	31.7
Bran Budds	Kelloggs	28.2
Captain Crunch	Quaker	42.8
Cinnamon Grahams	General Mills	38.0
Cinnamon Mini Buns	Kelloggs	39.2
Cinnamon Toast Crunch	General Mills	35.2
Cocoa Crispies	General Mills	42.0
Cocoa Pebbles	General Foods	42.8
Cocoa Pebbles	Post	46.4
Cocoa Puffs	General Mills	46.4
Cookie Crisp (Choc.Chip)	Ralston	46.4
Corn Pops	Kelloggs	42.8
Crunch Berries	Quaker	42.8
Dino Pebbles	General Mills	42.8
Double Dip Crunch	Kelloggs	38.7
Fingos (Single)	General Mills	28.2
Frosted Flakes	Kelloggs	38.7
Frosted Flakes	Ralston	39.2
Frosted Krispies	Ralston	39.2
Frosted Rice Chex (junior)	Ralston	32.1
Fruit Loops	Kelloggs	46.4
Fruity Pebbles	General Mills	42.8
Golden Crisp	General Foods	53.5
Golden Grahams	General Mills	32.1
Healthy Choice	Kelloggs	32.0
Healthy Crunch Flakes	Healthy Valley	39.0
Honey Comb	Malto Meal	39.2
Honey Frosted Wheaties	General Mills	42.0
Honey Nut Cheerios	General Mills	35.7
Honey Crunch Corn Flakes	Kelloggs	53.0
Honey Nut Cluster	General Mills	56.0
Honey Nut Toasties	Malto Meal	35.7
Honey Smacks	Ralston	53.5
Lowfat Granola	Kelloggs	35.2
Lucky Charms	General Mills	42.8
Marshmallow Alpha Bits	General Foods	50.0
Nut & Honey Crunch O's	Kelloggs	38.7
Oatmeal Crisp with Apples	General Mills	38.2
OH's Honey Graham	Quaker	38.7
Peanut Butter Crunch	Quaker	42.8
Raisin Mini Wheats	Kelloggs	42.0
Rice Krispy Apple Cinn.	Kelloggs	38.7
Rice Krispy Treats	Kelloggs	31.7
Sprinkle Spangles	General Mills	45.8
Trix	General Mills	42.8

BREAKFAST CEREALS

ENRICHMENT & FORTIFICATION

Over 90 percent of the ready-to-eat cereals on the market today are enriched or fortified. **Enriched** means that thiamin, riboflavin, niacin, iron and sometimes calcium are added to some milled grain products to approximate levels normally present in the grain before processing. A cereal labeled **fortified** can have any nutrient in any amount added to it, as long as those nutrients are listed on the label. Most cereals are fortified so that a single serving (usually an ounce) provides 10 to 25 percent of the U.S. RDA for the nutrient added.

HIGH FIBER

The fiber content of cereals ranges from less than a gram (in crisped rice) to 14 grams per serving (All-Bran with Extra Fiber). It's best to get fiber throughout the day from a variety of sources. But if you are not eating enough fruits, vegetables and other grains, then, at least, have a high-fiber cereal for breakfast. As a general rule, high-fiber cereals offer 7 or more grams of fiber per ounce; 3 to 6 grams is considered a moderate amount of fiber.

SWEETENERS

Most commercial cereals are sweetened to varying degrees. Some manufacturers use plain sugar (sucrose), while others add brown sugar, honey, molasses, malt, corn syrup, or fructose in the form of dried fruits or fruit juice. All sweeteners provide empty calories (except for dried fruits, which can contribute some nutrients and fiber). There are many cold cereals that contain only a few grams of sugar per serving, but some sweetened brands, particularly those that have been designed to appeal to children, have more than 12 grams. Still other cereals are enhanced with artificial sweeteners, which supply fewer calories.

NUTRITIONAL INFORMATION ON A CEREAL LIST

- 1. Make sure a grain is the first item on the ingredient list.** Then you can be assured that the grain is the main ingredient. If it is identified as "whole," the cereal should be even more nutritious. And the shorter the ingredient list, the better.
- 2. Watch serving sizes when comparing cereals.** Cereal manufacturers use 1 ounce as the standard serving size, but people usually eat more than that. Bear in mind that 1 ounce of puffed wheat or rice is about a cup (and supplies 50 calories), while 1 ounce of a dense cereal like granola may equal just 1/4 of a cup (and supplies 125 calories).

ACCEPTABLE CEREALS (all 25.6% total sugar or lower)

<u>PRODUCT</u>	<u>MANUFACTURER</u>	<u>TOTAL SUGAR % DRY WEIGHT</u>
All Bran	Kelloggs	17.6
Basic 4	General Mills	18.0
Bigg Mixx	Kelloggs	21.2
Bran Buds	Kelloggs	24.6
Bran Chex	Ralston	17.6
Bran Flakes	Kelloggs	17.6
Bran Flakes	Post	17.6
Cheerios	General Mills	3.5
Cinnamon Life	Quaker	21.2
Clusters	General Mills	25.0
Common Sense Oat Bran	Kelloggs	17.6
Complete Bran Flakes	Kelloggs	17.6
Corn Bran	Ralston	21.4
Corn Chex	Ralston	10.6
Corn Flakes	Kelloggs	7.0
Crackin Oat Bran	Kelloggs	25.0
Crispix	Kelloggs	10.6
Crispy Wheats'n Raisins	General Mills	21.2
Crunch Corn Bran	Quaker	21.2
Double Chex	Ralston	18.0
Fiber One	General Mills	7.0
Frosted Mini Wheats	Kelloggs	25.6
Fruit & Fibre-Mountain Trail	Post	17.6
Fruit & Fibre-date,raisin,walnut	Post	14.1
Fruit Wheats	Nabisco	17.6
Fruited Wheat Squares	Nabisco	21.2
Fruity O's	New Morning	-0-
Grape Nut Flakes	Post	17.6
Grape Nuts	Post	10.6
Great Grains-raisin,date,pecan	Post	21.1
Honey Bunches of Oats (Plain)	General Mills	24.5
Just Right (raisins, dates, nuts)	Kelloggs	16.2
Kix's	General Mills	7.0
Life	Quaker	21.4
Mueslix Golden Crunch	Kelloggs	24.6
Multi Bran Chex	Ralston	21.2
Multigrain Cheerios	General Mills	21.1
Nutri-Grain (almond-raisin)	Kelloggs	15.4
Nutri-Grain (corn)	Kelloggs	7.0
Nutri-Grain (wheat, raisin)	Kelloggs	20.5
Oat Squares	Quaker	21.2
Oatmeal Crisp with Almonds	General Mills	21.1
Post Toasties Corn Flakes	Post	7.0
Product 19	Kelloggs	10.5
Puffed Rice	Quaker	-0-
Puffed Wheat	Quaker	-0-
Quaker (raisin, date)	Quaker	18.0
Quaker 100% Natural	Quaker	21.4
Quaker Toasted Oatmeal	Quaker	21.1
Raisin Bran	Post	14.1
Raisin Nut Bran	General Mills	17.6
Raisin Squares	Kelloggs	21.2
Rice Chex	Ralston	7.0
Rice Krispies	Kelloggs	10.5
Ripple Crisp	General Mills	24.6
Shredded Wheat	Nabisco	-0-
Special K	Kelloggs	10.6
Spoon Size Shredded Wheat	Nabisco	-0-

Team Flakes	Nabisco	17.8
Toasted Oatmeal Honeynut	Kelloggs	24.6
Toasty-O's	Malt-O-Meal	3.5
Total	General Mills	10.6
Triples	General Mills	10.6
Wheat Chex	Ralston	7.0
Wheaties	General Mills	10.6

