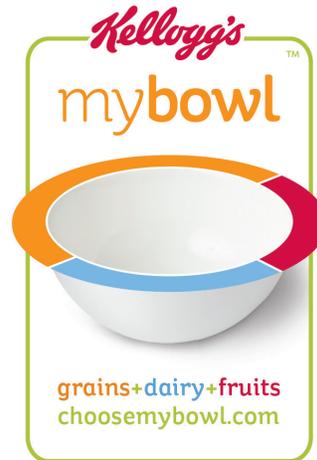


# Build a Better Breakfast with Kellogg's MyBowl™

## 10 Tips to Get the Most from Breakfast with Kellogg's MyBowl.

Breakfast is well-known as an important meal to start the day. Yet busy mornings may mean that breakfast is skipped, or rushed choices may lead to extra calories and less nutrients. Kellogg's MyBowl was designed to help people get the most nutrition from meals served in bowls. Grab your bowl and learn how to make the most out of breakfast.



### 1. Make Time for Breakfast ... It Matters!

Adults and children who eat breakfast regularly have higher intakes of vitamin and minerals, while breakfast skippers often do not make up for missed nutrients at other meals during the day.<sup>1</sup> More than half of all adults would like to eat breakfast every day, yet only one-third actually do.<sup>2</sup> Nearly all young children eat breakfast every day, but only half of middle-school students and about one-third of high school students take time to eat breakfast.<sup>2</sup>

### 2. Power Up with Breakfast

After a night of rest, breakfast helps refuel the body and brain. It jumpstarts your metabolism while delivering the energy needed to start your day. Research shows that breakfast helps children and adults to be more alert and improves both mental and physical performance.<sup>1</sup>

### 3. Cereal + Milk = A Dynamic Duo

A breakfast of cereal and 1 cup skim milk delivers an array of essential nutrients in about 200 calories per serving on average. In fact, cereal with milk is a leading source of 10 nutrients in children's diets. Most cereals, served with milk, help close the gap for all four nutrients children and adults need more of - calcium, fiber, vitamin D and potassium.

### 4. Boost Nutrients and Taste with Fruit

Fruit provides nutrients vital for your daily health, such as potassium, fiber, vitamin C, and folate. And fruit is typically naturally low in fat, sodium and calories. Add a serving of fresh or dried fruit to your breakfast bowl—or a cup of 100% fruit juice alongside your bowl. It's a quick and tasty way to get one of your daily servings of fruit.<sup>3</sup>

### 5. Fill Your Fiber Gap with a Cereal Breakfast

Most Americans get only half of the fiber they need each day<sup>4</sup>, losing out on fiber's benefits, like promoting digestive and heart health. Breakfast is an ideal time to fill up on fiber. Cereal offers a convenient way to get more fiber with many cereals providing at least 3 grams of fiber per serving. Registered dietitians agree that a cereal breakfast is one of the best ways to easily increase your daily fiber.<sup>5</sup>

### 6. Make the Most of Whole Grain Cereal Choices

You may have heard that at least half your grain choices should be whole grain. But did you know that not all foods labeled as "whole grain" provide healthy amounts of fiber? When it comes to breakfast and fiber, the best way to get the most from whole-grain cereal choices is to choose a breakfast cereal with at least 3 grams of fiber per serving.

*Kellogg's*  
Nutrition™

### 7. Pour 3 C's in Your Bowl: Cereal, (low) Cost, Convenience

A cereal breakfast is nutritious, affordable, and simple. Besides supplying nutrients needed for good health, a cereal breakfast is a good value, costing less than 50 cents a bowl including milk.<sup>6</sup> It's also quick and easy to prepare and eat—offering one of the most convenient ways to get the benefits of a healthy breakfast.

### 8. Let Kellogg's MyBowl Deliver a Nutrient Advantage

Compared to other popular breakfast choices, a cereal breakfast with milk and fruit delivers more of the nutrients you need in the fewest calories—an important consideration for getting the most from your MyBowl breakfast.

(See chart below)

### 9. Enjoy "Breakfast" Any Time of the Day

Whether you enjoy breakfast as a great start to your day—or as your lunch, dinner, or a snack—remember these

easy steps for building a better “breakfast” that delivers servings from the Grains, Dairy and Fruit Groups.

- Choose a cereal with at least 3 grams of fiber per serving.
- Pour on (or switch to) low-fat or fat-free milk.
- Top with your favorite fruit.

### 10. Choose Kellogg's MyBowl ... at Breakfast and Beyond

Kellogg's MyBowl - an educational tool designed by Kellogg - shows how easy it is to meet the Dietary Guidelines for Americans, 2010 recommendations with meals served in bowls, such as cereal breakfast. A cereal breakfast with low-fat milk and fruit is a great way to get the benefits of a meal that includes Grains, Dairy, and Fruit Group servings. Other bowl meals, like soups, salads, stews and chilis, also fit in MyBowl, showing that there are many healthful ways to get your daily food group servings in a bowl.

Kellogg's MyBowl Nutrient Advantage							Nutrients we need more of			
Breakfasts	Calories	Sugars (g)	Fat (g)	Sat Fat (g)	Sodium (mg)	Protein (g)	Fiber (g)	Calcium (mg)	Vitamin D (IU)	Potassium (mg)
1 cup <i>Frosted Mini Wheats</i> ® 1 cup 1% milk ½ cup strawberries	320	27	3.5	1.5	110	14	8	300	130	680
1 scrambled egg 1 slice bacon 1 cup orange juice 1 slice white toast with 1 tsp margarine	350	22	15	4	480	13	1	90	20	620
1 slice wheat toast 1 tbsp peanut butter 1 medium banana 1 cup apple juice	390	41	10	2	220	8	5	70	0	870

Nutrient data from USDA National Nutrient Database for Standard Reference <http://ndb.nal.usda.gov>

Learn more at [choosemybowl.com](http://choosemybowl.com).

#### References:

1. International Food Information Council Review. Breakfast and Health. Available at: <http://www.foodinsight.org/Content/6/IFIC%20Brkfst%20Review%20FINAL.pdf>. Accessed July 23, 2012. 2. Kellogg's Breakfast in America Survey, 2011. 3. U.S. Department of Agriculture and U.S. Department of Health and Human Services. Dietary Guidelines for Americans, 2010. 7th edition, Washington, DC: U.S. Government Printing Office, December 2010. 4. C.U.S. Department of Agriculture, Agricultural Research Service. 2010. Nutrient Intakes from Food: Mean Amounts Consumed per Individual, One Day, 2007-2008. [http://www.ars.usda.gov/SP2UserFiles/Place/12355000/pdf/0708/Table\\_1\\_NIN\\_GEN\\_07.pdf](http://www.ars.usda.gov/SP2UserFiles/Place/12355000/pdf/0708/Table_1_NIN_GEN_07.pdf). Accessed July 23, 2012. 5. Survey of Registered Dietitians- Perceptions of Whole Grain Foods, Fiber, MyPlate and Reactions to MyBowl. Kellogg Company, March 2012. 6. Nielsen Scantrack FDMx National Average Price for the Franchise 25 weeks ending January 8, 2011. Wal-Mart not included.

Kellogg's MyBowl is a tool developed by the Kellogg Company and is not affiliated or endorsed by the U.S. Department of Agriculture.