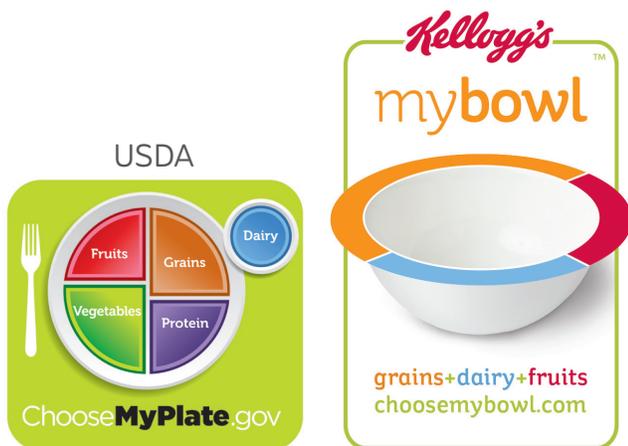


Make Your Bowl “MyBowl”

Serving Up the Basics to Bring Nutritious Bowl-Based Meals to Life



Why Kellogg's MyBowl™?

The United States Department of Agriculture (USDA) introduced MyPlate to help people follow the nutrition recommendations of the 2010 Dietary Guidelines for Americans.

- Kellogg's **MyBowl** - an educational tool designed by Kellogg - shows how easy it is to apply the Dietary Guidelines for Americans, 2010 recommendations with meals served in bowls, such as soups, salads, and breakfast cereals.
- 89% of RDs said Kellogg's **MyBowl** complements USDA's MyPlate, and most of them expect to use **MyBowl** in addition to or with MyPlate in their nutrition education efforts.¹

Grab your bowl and learn more about the basics behind MyBowl!

Learn about the Kellogg's MyBowl™ Toolkit!

A free resource complete with:

- A client-centered bilingual curriculum
- MyBowl Bowls
- Tip sheets to help clients choose healthy breakfast options

And more!

Kellogg's
Nutrition™

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How Does Kellogg's MyBowl Work?

Kellogg's **MyBowl** was designed to help people get the most nutrition from meals served in bowls. It helps illustrate and translate that all food groups can fit into all meals, even those traditionally served in bowls like cereal breakfasts, soups and salads.

MyBowl was created to be used as an interactive educational tool, with the size and color of the bands changed to reflect the amount and type of foods actually in the "filled" bowl.

- For example, a **MyBowl** visual can illustrate how a cereal breakfast with fruit delivers servings from the Grains, Dairy and Fruit Groups.

Want to Learn More?

Kellogg Company developed **MyBowl** as part of its commitment to helping Americans meet the 2010 Dietary Guidelines for Americans and MyPlate recommendations. Visit **ChooseMyPlate.gov** to learn more about MyPlate.

ChooseMyBowl.com is an interactive site that features tips, tools and other resources to help people make smart choices and enjoy a variety of foods to get more nutrition from those delicious meals enjoyed in bowls.



1 Survey of 204 registered dietitians - Perceptions of Whole Grain Foods, Fiber, MyPlate and Reactions to MyBowl. March 2012. Kellogg's MyBowl is a tool developed by the Kellogg Company and is not affiliated or endorsed by the U.S. Department of Agriculture.