

Brekkie Cereal

# CEREALOUSLY SOMETHING FOR EVERYONE



**44%**   
GOOD SOURCE OF FIBRE

AUSTRALIANS  
HAVE MORE  
**THAN**  
**468**

**55%**


CARRY THE  
HEALTH STAR RATING  
OF WHICH

**84%**  
HAVE 4-5 STARS



*Brekkie Cereals*

TO CHOOSE FROM

 **56%**  
ARE HIGH IN  
WHOLE GRAINS



**96%**  
MEET THE AUSTRALIAN  
GOVERNMENT'S  
BENCHMARK FOR SODIUM

 **68%** 

HAVE LESS THAN TWO TEASPOONS  
OF TOTAL SUGARS IN A 40G SERVE



AUSTRALIAN  
BREAKFAST  
CEREAL  
MANUFACTURERS  
FORUM

Reference: Grains & Legumes Nutrition Council (GLNC).  
GLNC 2016 Breakfast Cereal Audit. Unpublished: 2016