

## Shopper's Guide

# Breakfast Cereal Time

**B**reakfast is the most important meal of the day, because it provides the first source of nutrition after an overnight fast. Therefore, choosing nutrient-packed foods is crucial. Protein and fiber help satisfy you, carbs provide you with energy, and vitamins and minerals give you a head start on meeting your daily nutrient needs. Ready-to-eat breakfast cereal can fit the criteria for a healthy breakfast perfectly, if you choose wisely.

**Helpful hints.** Here are a few tips to help you start the day with the best cereal for you.

► **Sugar check.** Choose cereal low in sugar—around 6 grams or less per serving. If you like a little sweetness you can add a teaspoon of sugar, which is just 4 grams of sugar compared to 10, 12, or more grams found in sweetened cereals. You also can add dried or fresh fruit for a bit of natural sweetness and a boost in fiber. Because of the natural sugar in fruit, those cereals containing dried fruit have more sugar listed on the Nutrition Facts panel, but it's not the same as added sugar sources, such as table sugar, honey, or corn syrup.

► **Whole grains.** Cereals also can be a great source of whole grains. While not always listed, the amount of whole grains often can be found on the box. If not listed, look for whole grains, such as oats and whole wheat, to be listed first in the ingredients list. One serving of whole grains is considered 16 grams.

► **Add-ins.** Some cereals contain add-ins, like flax, nuts, or dried fruit. These can help boost the nutritional benefits, but also may contribute more fat or natural sugar. Keep that in mind when reading the Nutrition Facts label. Enjoy cold cereal with reduced fat milk or plain soymilk, which help boost the protein and mineral content in your breakfast. **EN**

—Heidi McIndoo, MS, RD



## Breakfast Cereal Nutritional Comparison

✓ = **EN's Picks.** As with all EN comparisons, this is only a sampling of products. Picks contain no more than 3 g fat (5% DV), 6 g sugar, and at least 3 g fiber (12% DV).



BREAKFAST CEREAL	Serv Size (g/oz)	Calories	Total Fat (g)	Sat Fat (g)	Carb (g)	Sodium (mg)	Sugar (g)	Fiber (g)	Protein (g)	Whole Grains* (g)
365 Organic Brown Rice Crisps, 1 c	30/1.1	110	1	0	25	85	1	1	2	26
365 Organic Crunchy Cinnamon Squares, 1 c	27/1.0	90	0	0	22	105	8	3	2	17
✓ 365 Organic Morning O's, 1 c	30/1.1	120	1.5	0	22	160	1	3	4	22
365 Organic Raisin Bran, 1 c	55/1.9	180	1	0	44	120	15	6	4	28
✓ 365 Organic Wheat Waffles, ¾ c	30/1.1	100	0.5	0	25	100	5	3	3	26
365 Bite-Sized Frosted Wheat Squares, 1 c	55/1.9	210	1	0	45	0	11	5	5	40
✓ 365 Bite-Sized Wheat Squares, 1 c	49/1.7	180	1	0	38	0	0	5	4	49
365 Protein & Fiber Flakes & Clusters, ¾ c	55/1.9	220	6	0.5	35	170	12	5	11	n/a
✓ Arrowhead Mills Organic Speltz Flakes, 1 c	30/1.1	120	1	0	24	100	3	3	4	25
✓ Arrowhead Mills Shredded Wheat, Bite Size, 1 c	49/1.7	190	1	0	38	5	2	6	6	49
Arrowhead Mills Sweetened Shredded Wheat, Bite Size, 1 c	52/1.8	200	1	0	43	0	11	5	5	41
Barbara's Morning Oat Crunch, 1 c	55/1.9	210	2	0	43	210	11	5	6	42
✓ Barbara's Puffins Multigrain, ¾ c	30/1.1	110	0	0	25	80	6	3	2	8
✓ General Mills Cheerios, 1 c	28/1.0	100	2	0.5	20	140	1	3	3	23
✓ General Mills Fiber One Original, ½ c	30/1.1	60	1	0	25	110	0	14	2	13
General Mills Honey Nut Cheerios, ¾ c	28/1.0	110	1.5	0	22	160	9	2	2	15
✓ General Mills Total, ¾ c	30/1.1	100	0.5	0	22	140	5	3	2	21
✓ General Mills Wheat Chex, ¾ c	47/1.7	160	1	0	39	270	5	6	5	41
✓ General Mills Wheaties, ¾ c	27/1.0	100	0.5	0	22	190	4	3	2	22
Kellogg's Corn Flakes, 1 c	28/1.0	100	0	0	24	200	3	1	2	n/a
Kellogg's Cracklin' Oat Bran, ¾ c	49/1.7	200	7	3	34	135	14	6	4	n/a
Kellogg's Frosted Flakes Energy Clusters, 1 c	50/1.8	190	1	0	41	190	17	1	5	n/a
Kellogg's Rice Krispies, 1¼ c	33/1.2	130	0	0	29	190	4	0	2	n/a
Kellogg's Smart Start, 1 c	50/1.8	190	1	0	43	200	14	3	4	n/a
Kellogg's Special K Protein, ¾ c	32/1.1	120	1	0	19	190	7	3	10	n/a
Nature's Path Flax Plus Red Berry Crunch, ¾ c	55/1.9	210	3.5	0.5	39	160	10	5	6	22
✓ Nature's Path Heritage Bites, ¾ c	30/1.1	110	0.5	0	24	150	3	5	3	18
Nature's Path Optimum Power Blueberry Cinnamon Flax, ¾ c	55/1.9	200	3	0	38	230	9	9	9	15
Nature's Path Sunrise Crunchy Maple, ¾ c	30/1.1	110	1	0	24	160	2	2	2	12
One Degree Veganic Sprouted Red Fife Raisin Bran, ¾ c	30/1.1	100	1	0	23	20	7	4	3	n/a
One Degree Veganic Sprouted Brown Rice Crisps, ¾ c	30/1.1	110	1	0	23	115	1	1	2	n/a
Peace Cereal Maple Buckwheat Hemp, ¾ c	55/1.9	180	4	0	41	220	6	4	7	n/a
Peace Quinoa Chia Crunch, 1 c	55/1.9	180	4	0	41	240	2	5	7	n/a
Post Honey Bunches of Oats with Almonds, ¾ c	32/1.1	130	2.5	0	26	135	6	2	2	10
Quaker Life, ¾ c	32/1.1	120	1.5	0	25	160	6	2	3	20
Quaker Oatmeal Squares Cinnamon, 1 c	56/2.0	210	2.5	0.5	44	190	9	5	6	46
✓ Trader Joe's Multigrain O's Cereal, 1 c	29/1.0	110	1	0	24	135	6	3	2	14
Trader Joe's Toasted Oatmeal Flakes, ¾ c	30/1.1	110	1	0	23	190	7	3	3	n/a
Trader Joe's Organic High Fiber O's, 1¼ c	55/1.9	180	1	0	44	110	9	9	6	n/a
Trader Joe's Puffed Wheat Cereal, 1 c	28/1.0	100	0	0	22	0	6	2	3	18

Note: g=gram, mg=milligram, sat fat=saturated fat, carb=carbohydrates, DV=Daily Value, Daily requirement based on 2,000 calorie/day diet, n/a=information not available. \*16 grams of whole grains=1 serving whole grains. Source: Food Labels. Based on suggested serving size on package label.