

Whole Grain Breakfast Cereals: Top Ways To Start Your Days

Nutrition Comparison of Whole Grain Cereals

As with all EN comparisons, this is only a sampling of what's available. Products are listed alphabetically.

✓ = EN's Picks have 200 or fewer calories, at least 5 grams of fiber and no more than 8 grams of sugar.

Whole Grain Breakfast Cereals	Serving size	Calories	Total Fat (g)	Fiber (g)	Sugar (g)	Protein (g)
WHEAT						
365 Bite-Sized Frosted Shredded Wheat	1 cup	210	1	5	11	5
365 Honey Puffed Wheat	1 cup	110	0	2	10	4
365 Raisin Bran	1 cup	200	0.5	6	15	6
✓ Arrowhead Mills Shredded Wheat Bite Size Cereal	1 cup	190	1	6	2	6
General Mills Fiber One	1 cup	200	1	9	12	5
General Mills Fiber One Caramel Delight	1 cup	180	3	9	10	3
General Mills Wheaties	3/4 cup	100	0.5	3	4	3
General Mills Whole Grain Total	3/4 cup	100	0.5	3	5	2
✓ Kashi Autumn Wheat	29 biscuits	180	1	6	7	6
✓ Kellogg's All Bran	1/2 cup	80	1	10	6	4
Organic Wheatabix	2 biscuits	120	1	4	2	4
Post Lightly Frosted Spoon Size Shredded Wheat	1 cup	180	1	5	12	4
Post Raisin Bran	1 cup	190	1	8	19	4
✓ Post Wheat n Bran Spoon Size Shredded Wheat	1 1/4 cup	200	1	8	<1	6
✓ Uncle Sam Toasted Whole Wheat Flakes & Flaxseed	3/4 cup	190	5	10	<1	7
OAT						
365 Oat Bran Flakes	1 cup	220	2.5	6	9	5
✓ 365 Organic Hearty Whole Grain Toasted O's	3/4 cup	130	1	5	8	3
Cascadian Farm Organic Honey Nut O's	1 cup	120	1.5	2	8	3
✓ Kashi Heart to Heart Honey Toasted Oat Cereal	3/4 cup	120	1.5	5	5	4
Mother's Cinnamon Oat Crunch	1 cup	230	3	5	15	6
Trader Joe's Toasted Oatmeal Flakes	3/4 cup	110	1	3	7	3
Quaker Life	3/4 cup	120	1.5	2	6	3
Quaker Oatmeal Squares with Hint of Brown Sugar	1 cup	210	2.5	5	10	6
MIXED/OTHER						
365 Organic Brown Rice Crisps	1 cup	120	1	4	1	2
✓ Barbara's Bakery Puffins Cinnamon	2/3 cup	100	1	6	6	2
Barbara's Bakery Shredded Spoonfuls Multigrain	3/4 cup	120	1.5	4	5	4
Cascadian Farm Organic Hearty Morning Fiber	3/4 cup	200	2.5	8	11	5
Erewhon Crispy Brown Rice with Mixed Berries	1 cup	120	0.5	1	6	2
General Mills Multigrain Cheerios	1 cup	110	1	3	6	2
✓ Kashi 7 Whole Grain Flakes	1 cup	180	1	6	4	6
Kashi 7 Whole Grain Honey Puffs	1 cup	120	1	2	6	3
✓ Kashi Go Lean	1 cup	140	1	10	6	13
Kashi Island Vanilla	27 biscuits	180	1	6	9	6
✓ Nature's Path Organic Flax Plus Multibrán	3/4 cup	110	1.5	5	4	4
Nature's Path Organic Flax Plus Pumpkin Raisin Crunch	3/4 cup	210	4.5	7	13	6
✓ Nature's Path Organic Heritage	3/4 cup	120	1	5	4	1
Newman's Own Sweet Enough Honey Flax Flakes	3/4 cup	100	1	4	8	3
Three Sister's Graham Crackerz	3/4 cup	130	3	1	10	1
Trader Joe's Oat n Wheat Bran Swirls	1/2 cup	200	7	4	17	4
Trader Joe's Organic Morning Lite Cereal	1 cup	170	2.5	10	15	3
Trader Joe's Pomegranate & Blueberry Flakes & Clusters	1 cup	210	2	4	10	4
Trader Joe's Twigs, Flakes & Clusters	1 cup	170	1.5	12	10	5
Yogi Cherry Almond Crunch	2/3 cup	240	6	3	12	5

Note: g = grams
Source: Food manufacturer labels

Quite a few years ago, in the days of C.W. Post and W. K. Kellogg, ready-to-eat breakfast cereal was the latest fad, with two or three different types to choose from. Fast forward several decades and breakfast cereals have exploded into a multi-billion dollar industry with an entire supermarket aisle overflowing with different shapes, flavors and forms. And these days, many manufacturers try to entice you by promising their cereal is "Made with Whole Grain." In fact, it might appear that those rainbow-colored, sugar-coated rings are the nutritional equal of a bran flake or shredded wheat, but it's not the case. We've read all the fine print to find out which whole grain cereal is really what it says it is.

Helpful Hints

In case we missed your favorite cereal below, here are a few things to consider when deciding how best to fill your breakfast bowl.

- **Check the ingredient.** Ingredients are listed in descending order—the closer to the top an ingredient is, the more of it is found in the food. When it comes to whole grain cereal, the first ingredient should be a whole grain such as 100% whole wheat, whole oats, etc.
- **Avoid sugar shock.** While you may steer clear of the cereals featuring cartoon animals, it's not a guarantee that your breakfast choice is low in sugar. Know that 4 grams of sugar equals 1 teaspoon—so a cereal with 16 grams of sugar per serving has the equivalent of 4 teaspoons of sugar. The only exception, sort of, is fruit-containing cereals like raisin bran. Since raisins naturally contain sugar, raisin bran is going to contain more sugar than a simple flake cereal. In that instance, look for the brand with the lowest sugar.
- **Bump up the nutrition quotient.** A bowl of whole grain cereal topped with low-fat or skim milk is a nutrition-packed way to start your day, but you can boost the nutrients even more by sprinkling on fresh fruit, nuts or both.

— Heidi McIndoo, M.S., R.D.