



Children's Food and Beverage Advertising Initiative
Kellogg Canada Inc.

Kellogg Canada Inc. ("Kellogg") has a long heritage of health, wellness and nutrition. We also have a longstanding, demonstrated commitment to responsible marketing to children as reflected in our own Worldwide Marketing & Communication Guidelines, our active participation in the Canadian self-regulatory program and other voluntary marketing initiatives. As an example of such initiative, Kellogg is also very proud to have played an active and contributing role to the creation and ongoing existence of **Concerned Children's Advertisers (CCA)**¹. As such we remain first and foremost committed to meeting our consumers' changing needs.

Kellogg is pleased to be one of the founding participants in the Canadian Children's Food and Beverage Advertising Initiative ("CAI"). We recognize that food companies can play an important role in shifting the mix of products advertised to children to reflect better-for-you options. We are dedicated to this important effort and to the goals and objectives of the CAI.

This document was first issued in January 2008 following the April 2007 announcement of the Canadian CAI administered by Advertising Standards of Canada (ASC) the industry's self regulatory body. Since that time the CAI has made a number of enhancements to its Core Principles to reflect the progress of the CAI since its inception. We are pleased to enhance Kellogg Canada Commitment and to demonstrate our continued responsibility to marketing to children.

EFFECTIVE DATE

All enhanced commitments in this Pledge are effective as of January 1, 2010

A. Identifying Information

The corporate name and address of the Participant:

Kellogg Canada Inc., 5350 Creebank Rd. Mississauga, Ontario L4W 5S1

The name and contact information of individual(s) responsible for overall implementation of the Commitment:

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¹ Established in 1990, CCA works to support and contribute to the establishment of the highest standards and codes of conduct for responsible advertising to children.



The name of the specific entity or entities covered by the Commitment: Kellogg Canada Inc.

The name of each product line that is covered by the Commitment: Ready-to-eat cereals; Cereal bars; and Frozen breakfast products

B. Core Principles

1. Kellogg intends to comply with the Advertising Messaging principle (i.e., the mix of product advertising including healthy dietary choices and advertising including healthy lifestyles messages) as follows:

- a. Kellogg will continue its practice of not advertising to children under the age of 6 years old. (i.e., where audience composition is 35% or more children under 6 years old or where audience composition data is not available; the advertising is directed to an audience comprised primarily of children under 6 years of age). This restriction also applies to promotions, premiums and items intended primarily for children under 6 years.
- b. Kellogg will not advertise foods that do not meet our Nutrient Criteria (as defined below) in the follow media:
 - i. TV, print, radio, out of home or Internet (including company-owned sites, micro-sites and third-party internet media), directed primarily to children under 12 years of age.
 - a. For TV advertising, we will not advertise foods that do not meet our Nutrient Criteria on children's programming, defined as any show that has a projected audience at the time media is purchased of 35% or more children under 12 years old during any airing of that show. In addition, on shows that have a projected audience at the time the media is planned of 35% children under 12, we will not advertise foods that do not meet our Nutrient Criteria on shows which, after review of facts and circumstances surrounding the show, we determine are specifically targeted to, or are designed specifically to appeal primarily to, children under 12.
 - b. Radio or non-Kellogg/third-party internet media will be considered "directed primarily to children under 12" if the projected audience at the time of media planning is 35% or more children under 12 years old.
 - c. For print media, we will not advertise products that do not meet our Nutrient Criteria in publications that are specifically designed to appeal to, or which are targeted primarily to, children under 12 (e.g., Famous Kids, The Magazine, News 4 Kids, Owl, NHL Powerplay, What's Up Kids, Wild, J' Aime Lire, Les Débrouillards, Whao!).
 - d. For Company-owned websites or micro-sites, we will not



advertise products that do not meet the Nutrient Criteria on sites which have a projected audience of 35% or more children under 12.

- ii. Video and/or Computer Games that are rated “Early Childhood” or “EC,” which are inherently primarily direct to children under 12, or other games that are age-graded on the label or packaging as being primarily directed to children under 12.
- iii. DVDs of movies that are rated “G,” whose content is primarily directed to children under 12, or other DVDs whose content is primarily directed to children under 12.
- iv. Mobile Media and Word of Mouth Media primarily directed to children under 12 on mobile or cellular telephones or devices, personal digital assistants (PDAs), and through word-of-mouth marketing techniques.

2. Description of how the Participant intends to comply with the percentage requirement of the CAI’s Advertising Core Principle

- a. Subject to the above definitions of advertising to children under 12, Kellogg will not advertise products that do not comply with our Nutrient Criteria in TV, print, radio or third-party internet media directed primarily to children under 12 as specified above.
- b. **Compliance Data.** For television advertising, we will demonstrate compliance with our commitment by providing ASC reliable third-party impressions data relative to the programs in which we advertise. We will also provide reliable third-party impressions data relative to third-party internet and radio advertising. We have identified for ASC the specific publications, to be updated for any additions or changes, in which we commit to not place ads for products that do not meet our Nutrient Criteria.
- c. **Nutrient Criteria.** Our Nutrient Criteria are as follows:
 - **Calories:** No more than 200 calories per serving
 - **Sat/Trans Fat:** No more than 2g saturated fat /0g trans fat per serving
 - **Sodium:** No more than 230 mg of sodium per serving²
 - **Sugars:** No more than 12g (label) of sugars per serving (excluding sugars from fruit³ and dairy)

² For our Eggo* frozen waffle/products, the maximum allowable level of sodium for these products marketed to children was increased from 10% DV (230mg) to 20% DV (460mg). These products are typically served as entrees. The average level of sodium across all current Eggo® skus (approximately 400mg) is still below the 480 mg FDA sodium criteria for “healthy” classification, and well below the CSPI recommended limits of 600mg for main dishes and 770mg for meals. In addition, approximately 50% of the sodium is attributed to the leavening agent which is necessary to the functionality and form of the food.

³ For these purposes, “fruit” does not include so-called “stripped juices” which are juices stripped of their nutritional content.



d. Basis for Criteria. The Nutrient Criteria are derived from both governmental (Health Canada and U.S. FDA (“FDA”)) and scientific (National Academy of Sciences Institute of Medicine (“IOM”)) standards. We started with macronutrient standards set by IOM as they apply to an overall, daily diet. Specifically, we derived total daily recommendations/Dietary Reference Intakes from various IOM reports for calories (2,000), saturated fats (20g based on 10% calories from saturated fat), sodium (2300mg based on the Upper Tolerable Level established for sodium) and sugar (125g based on IOM recommendations to limit added sugars due to concerns about nutrient dilution). For Trans Fat, we used the Health Canada “0” labelling standard of less than 0.2g per serving. To convert these daily intake levels to individual food values for calories, saturated fat, sodium and sugar, we looked to the practice of the U.S. FDA that currently utilizes 20% of the daily value as a threshold to qualify a health claim in food labelling and chose a more conservative 10% upper threshold levels of each nutrient as set forth above and applied it to the daily recommendations/Dietary Reference Intakes from various IOM reports.

3. Licenced Characters, Celebrities and Movie Tie-Ins. Kellogg intends to comply with the CAI’s Use of Licenced Characters, Celebrities and Movie Tie-Ins Core Principle as follows: Kellogg will not use third-party licensed characters, celebrities (including athletes) or movie tie-ins in advertisements on mass media, or on Kellogg websites, directed primarily to children under 12 in connection with foods that do not meet our Nutrient Criteria.⁴

4. Product Placement. Kellogg intends to comply with the CAI’s Product Placement Core Principle by continuing its existing practice of not paying for or seeking out promotional product placement (i.e., embedding our products within program/editorial content, as distinguished from sponsorship of programming) for our products in any medium directed primarily to children under 12.

⁴ Per the CAI’s Core Principles, this limitation does not apply to the use of company-owned characters. Also per the CAI’s Core Principles, licenced character, celebrities and movie tie-in use on packaging is beyond the scope of the CAI. Nonetheless, Kellogg has made additional marketing commitments outside of the CAI regarding, among other things, limitations on the use of licenced characters, celebrities and movie tie-ins on products that do not meet the Nutrient Criteria, with respect to both food forms and use in child-directed marketing on the front-panels of our packaging. Our additional commitments in this area, and in other areas of child-directed marketing also beyond the scope of the Initiative terms, were announced on June 14, 2007.



5. Interactive Games.⁵ Kellogg will comply with the Use of Products in Interactive Games Core Principle in two ways. First, we will take steps to limit access by children under 12 to Kellogg websites for brands that do not meet the Nutrient Criteria, using age screening and/or parental consent. Second, on all Kellogg websites or website pages that contain copy or content designed to appeal to, or which is targeted primarily to kids under 12 (e.g., interactive games and other interactive activities provided for free or at a nominal charge) we will (i) include an automatic use break feature that kicks in after 15 minutes of screentime; (ii) include healthy lifestyle messaging (i.e., energy balance, activity, nutrition); (iii) not place on these websites clips or downloads of commercials run in mass media that are not allowed to be directed in mass media to children under 12 under our commitments above; and (iv) where products (i.e., foods, brand logos, packaging) are themselves integrated into an online interactive activity (including downloads, wallpapers and games), we will only depict those products which meet the Nutrient Criteria in those types of activities.⁶

6. Schools. Kellogg will implement the CAI's Advertising in Schools Core Principle by continuing its practice of not advertising directly to children in elementary schools, pre-K through 8th grade, subject to the exceptions identified in the CAI's Core Principles.

C. Supporting Data

The products that as of January 1, 2010 comply with our Nutrient Criteria and that are advertised to children are listed in Exhibit A.

Again, Kellogg is proud to be part of this important Initiative and is committed to both its success and its contributions. Kellogg is committed to improving the nutrient content of its product on an on-going basis to provide consumers with a wide range of healthy, better for you options.

⁵ Interactive Games include games provided free or for a nominal charge in whatever format, including online, disk or cartridge, where the products are incorporate into the game.

⁶ This exception does not apply to depictions of Kellogg equity character that are themselves based on the food form.



EXHIBIT A

**KELLOGG'S*
FROOT LOOPS***

Nutrition Facts		
Serving 3/4 cup (27 g)		
Amount per serving	Cereal	With 1/2 Cup 2% Milk
Calories	110	170
	% Daily Value	
Fat 1 g†	2 %	5 %
Saturated 0.5 g + Trans 0 g	2 %	10 %
Cholesterol 0 mg	0 %	3 %
Sodium 105 mg	4 %	7 %
Potassium 25 mg	1 %	6 %
Carbohydrate 24 g	8 %	10 %
Fibre 2 g	8 %	8 %
Sugars 12 g		
Starch 10 g		
Protein 1 g		
Vitamin A	0 %	8 %
Vitamin C	0 %	0 %
Calcium	0 %	15 %
Iron	30 %	30 %
Vitamin D	0 %	25 %
Thiamine	45 %	50 %
Riboflavin	2 %	15 %
Niacin	8 %	10 %
Vitamin B ₆	10 %	15 %
Folate	15 %	15 %
Vitamin B ₁₂	0 %	25 %
Pantothenate	8 %	15 %
Phosphorus	0 %	10 %
Magnesium	0 %	8 %
Zinc	20 %	25 %

† Amount in cereal.

INGREDIENTS: FLOUR MIX (CORN FLOUR, WHEAT FLOUR, WHOLE OAT FLOUR, OAT HULL FIBRE, CORN BRAN, SUGAR, SALT), SUGAR, HYDROGENATED VEGETABLE OIL (INCLUDES COCONUT OIL), COLOUR, NATURAL FRUIT FLAVOURING, VITAMINS (NIACINAMIDE, D-CALCIUM PANTOTHENATE, THIAMINE HYDROCHLORIDE, PYRIDOXINE HYDROCHLORIDE, FOLIC ACID), MINERALS (IRON, ZINC OXIDE), BHT ADDED TO PACKAGE MATERIAL TO MAINTAIN PRODUCT FRESHNESS. **CONTAINS WHEAT INGREDIENTS. CONTAINS TRACES OF SOYBEANS.**

**KELLOGG'S*
CORN POPS***

Nutrition Facts		
Serving 1 cup (32 g)		
Amount per serving	Cereal	With 1/2 Cup 2% Milk
Calories	120	190
	% Daily Value	
Fat 0 g†	0 %	4 %
Saturated 0 g + Trans 0 g	0 %	8 %
Cholesterol 0 mg	0 %	3 %
Sodium 180 mg	8 %	10 %
Potassium 25 mg	1 %	6 %
Carbohydrate 29 g	10 %	12 %
Fibre 3 g	12 %	12 %
Sugars 12 g		
Starch 14 g		
Protein 1 g		
Vitamin A	2 %	10 %
Vitamin C	0 %	0 %
Calcium	0 %	15 %
Iron	35 %	35 %
Vitamin D	0 %	25 %
Thiamine	50 %	60 %
Riboflavin	2 %	15 %
Niacin	8 %	15 %
Vitamin B ₆	10 %	15 %
Folate	10 %	15 %
Vitamin B ₁₂	0 %	25 %
Pantothenate	10 %	15 %
Phosphorus	2 %	10 %
Magnesium	2 %	8 %
Zinc	20 %	30 %

† Amount in cereal.

INGREDIENTS: CORN MEAL, SUGAR/GLUCOSE-FRUCTOSE, CORN BRAN, FANCY MOLASSES, SALT, OAT FLOUR, BAKING SODA, COLOUR, VITAMINS (NIACINAMIDE, D-CALCIUM PANTOTHENATE, THIAMINE HYDROCHLORIDE, PYRIDOXINE HYDROCHLORIDE, FOLIC ACID), MINERALS (IRON, ZINC OXIDE), BHT ADDED TO PACKAGE MATERIAL TO MAINTAIN PRODUCT FRESHNESS. **CONTAINS TRACES OF SOYBEANS.**



KELLOGG'S FROSTED FLAKES*

Nutrition Facts		
Serving 3/4 cup (31 g)		
Amount per serving	Cereal	With 1/2 Cup 2% Milk
Calories	120	180
% Daily Value		
Fat 0 g†	0 %	4 %
Saturated 0 g + Trans 0 g	0 %	8 %
Cholesterol 0 mg	0 %	3 %
Sodium 160 mg	7 %	10 %
Potassium 25 mg	1 %	6 %
Carbohydrate 28 g	9 %	11 %
Fibre 1 g	4 %	4 %
Sugars 12 g		
Starch 15 g		
Protein 2 g		
Vitamin A	0 %	8 %
Vitamin C	0 %	0 %
Calcium	0 %	15 %
Iron	30 %	30 %
Vitamin D	0 %	25 %
Thiamine	50 %	50 %
Riboflavin	35 %	50 %
Niacin	8 %	15 %
Vitamin B ₆	10 %	15 %
Folate	10 %	10 %
Vitamin B ₁₂	0 %	25 %
Pantothenate	8 %	15 %
Phosphorus	0 %	10 %
Magnesium	0 %	8 %
Zinc	2 %	6 %

† Amount in cereal.

INGREDIENTS: FLAKED MILLED CORN, SUGAR/GLUCOSE-FRUCTOSE, MALT (CORN FLOUR, MALTED BARLEY), SALT, NATURAL COLOUR, VITAMINS (THIAMINE HYDROCHLORIDE, NIACINAMIDE, PYRIDOXINE HYDROCHLORIDE, FOLIC ACID, D-CALCIUM PANTOTHENATE), IRON, BHT ADDED TO PACKAGE MATERIAL TO MAINTAIN PRODUCT FRESHNESS. **CONTAINS TRACES OF SOYBEANS.**

KELLOGG'S* RICE KRISPIES* COCOA

Nutrition Facts		
Serving 1 cup (34 g)		
Amount per serving	Cereal	With 1/2 Cup 2% Milk
Calories	130	200
% Daily Value		
Fat 0.5 g†	1 %	5 %
Saturated 0.5 g + Trans 0 g	2 %	10 %
Cholesterol 0 mg	0 %	3 %
Sodium 190 mg	8 %	10 %
Potassium 60 mg	2 %	7 %
Carbohydrate 30 g	10 %	12 %
Fibre 0 g	0 %	0 %
Sugars 10 g		
Starch 20 g		
Protein 2 g		
Vitamin A	0 %	8 %
Vitamin C	0 %	0 %
Calcium	0 %	15 %
Iron	30 %	30 %
Vitamin D	0 %	25 %
Thiamine	50 %	50 %
Riboflavin	0 %	15 %
Niacin	8 %	15 %
Vitamin B ₆	10 %	15 %
Folate	10 %	10 %
Vitamin B ₁₂	0 %	25 %
Pantothenate	8 %	15 %
Magnesium	6 %	10 %
Phosphorus	2 %	15 %
Manganese	15 %	15 %

† Amount in cereal.

INGREDIENTS: RICE, SUGAR, COCOA, CHOCOLATE (SUGAR, CHOCOLATE LIQUOR, DEXTROSE), SALT, HYDROGENATED COCONUT AND VEGETABLE OILS, MALT (CORN FLOUR, MALTED BARLEY), ARTIFICIAL FLAVOUR, VITAMINS (NIACINAMIDE, THIAMINE HYDROCHLORIDE, D-CALCIUM PANTOTHENATE, PYRIDOXINE HYDROCHLORIDE, FOLIC ACID), IRON, BHT ADDED TO PACKAGE MATERIAL TO MAINTAIN PRODUCT FRESHNESS.



KELLOGG'S* RICE KRISPIES* VANILLA FLAVOUR

Nutrition Facts		
Serving 1 cup (32 g)		
Amount per serving	Cereal	With 1/2 Cup 2% Milk
Calories	120	190
% Daily Value		
Fat 0 g†	0 %	4 %
Saturated 0 g + Trans 0 g	0 %	8 %
Cholesterol 0 mg	0 %	3 %
Sodium 160 mg	7 %	9 %
Potassium 20 mg	1 %	6 %
Carbohydrate 29 g	10 %	12 %
Fibre 0 g	0 %	0 %
Sugars 10 g		
Starch 19 g		
Protein 2 g		
Vitamin A	0 %	8 %
Vitamin C	0 %	0 %
Calcium	0 %	15 %
Iron	30 %	30 %
Vitamin D	0 %	25 %
Thiamine	50 %	50 %
Riboflavin	0 %	15 %
Niacin	8 %	15 %
Vitamin B ₆	10 %	15 %
Folate	10 %	10 %
Vitamin B ₁₂	0 %	25 %
Pantothenate	8 %	15 %
Magnesium	4 %	10 %
Phosphorus	2 %	15 %
Manganese	15 %	15 %

† Amount in cereal.

INGREDIENTS: RICE, SUGAR, SALT, NATURAL AND ARTIFICIAL FLAVOUR, MALT (CORN FLOUR, Malted BARLEY), VITAMINS (NIACINAMIDE, THIAMINE HYDROCHLORIDE, PYRIDOXINE HYDROCHLORIDE, d-CALCIUM PANTOTHENATE, FOLIC ACID), IRON, BHT ADDED TO PACKAGE MATERIAL TO MAINTAIN PRODUCT FRESHNESS.

KELLOGG'S* RICE KRISPIES SQUARES* ORIGINAL

Nutrition Facts	
Per 1 bar (22 g)	
Amount	% Daily Value
Calories 90	
Fat 2.5 g	4 %
Saturated 0.5 g + Trans 0 g	3 %
Cholesterol 0 mg	0 %
Sodium 105 mg	4 %
Potassium 10 mg	1 %
Carbohydrate 17 g	6 %
Fibre 0 g	0 %
Sugars 8 g	
Starch 9 g	
Protein 1 g	
Vitamin A	0 %
Vitamin C	0 %
Calcium	0 %
Iron	4 %
Riboflavin	6 %
Niacin	6 %
Folate	10 %

INGREDIENTS: CEREAL (RICE, SUGAR, GLUCOSE-FRUCTOSE, SALT, MALT (CORN FLOUR, Malted BARLEY), VITAMINS (NIACINAMIDE, FOLIC ACID), IRON, COLOUR), MARSHMALLOW (SUGAR/GLUCOSE-FRUCTOSE, GELATIN, ARTIFICIAL FLAVOUR), FRUCTOSE, SOYBEAN, PALM AND PALM KERNEL SHORTENING, GLUCOSE-FRUCTOSE, CORN SYRUP SOLIDS, DEXTROSE, GLYCERIN, SALT, NATURAL AND ARTIFICIAL FLAVOUR (CONTAINS MILK INGREDIENTS), ACETYLATED TARTARIC ACID ESTERS OF MONO- AND DIGLYCERIDES, ACETYLATED MONOGLYCERIDES, BHT, CONTAINS MILK INGREDIENTS.



KELLOGG'S* RICE KRISPIES SQUARES* RAINBOW

Nutrition Facts	
Per 1 bar (22 g)	
Amount	% Daily Value
Calories 90	
Fat 2.5 g	4 %
Saturated 1 g	5 %
+ Trans 0 g	
Cholesterol 0 mg	0 %
Sodium 70 mg	3 %
Potassium 15 mg	1 %
Carbohydrate 17 g	6 %
Fibre 0 g	0 %
Sugars 9 g	
Starch 8 g	
Protein 1 g	
Vitamin A	0 %
Vitamin C	0 %
Calcium	0 %
Iron	2 %
Riboflavin	6 %
Niacin	4 %
Folate	8 %

INGREDIENTS: OREO®, RICE, SUGAR, GLUCOSE-FRUCTOSE, SALT, WHEAT FLOUR, MALTED BARLEY, VITAMINS (NADINAMIDE, FOLIC ACID), IRON, COLOUR, IMPROBILLOWN (SUGAR), SUCROSE, FRUCTOSE, GELATIN, SIMULATED FLAVOUR, SEMI-SWEET DARK CHOCOLATE (SUGAR, CHOCOLATE LIQUOR, COCOA BUTTER, DEXTROSE, SOY LECITHIN, SIMULATED FLAVOUR), FRUCTOSE, SOYBEAN, PALM AND PALM KERNEL, SHORPENING, SUGAR, FRUCTOSE, CORN SYRUP SOLIDS, DEXTROSE, GLYCERIN, SALT, NATURAL AND SIMULATED FLAVOUR (CONTAINS MILK INGREDIENTS), ACETYLATED TARTARIC ACID ESTERS OF MONO- AND DIOLEOYLPHOSPHATES, ACETYLATED MONOGLYCERIDES, COLOUR, CHINA CLAY, WAX SHELLING (CONTAINS EGG GLAZE), BUT CONTAINS SOY AND MILK INGREDIENTS.

KELLOGG'S* EGGO* ORIGINAL WAFFLES

Nutrition Facts	
Per 2 waffles (70 g)	
Amount	% Daily Value
Calories	190
Fat 8 g	12 %
Saturated 2 g	10 %
+ Trans 0 g	
Cholesterol 15 mg	6 %
Sodium 430 mg	18 %
Potassium 90 mg	3 %
Carbohydrate 28 g	9 %
Fibre 1 g	4 %
Sugars 3 g	
Starch 25 g	
Protein 5 g	
Vitamin A	2 %
Vitamin C	0 %
Calcium	4 %
Iron	10 %
Thiamine	15 %
Riboflavin	10 %
Niacin	10 %
Vitamin B ₆	6 %
Folate	25 %
Vitamin B ₁₂	6 %
Pantothenate	6 %
Phosphorus	20 %
Magnesium	4 %
Zinc	4 %

INGREDIENTS: WATER, WHEAT FLOUR, SOYBEAN, PALM AND PALM KERNEL OIL, SHORTENING, LIQUID WHOLE EGG, BAKING POWDER, SUGAR, SALT, MODIFIED MILK INGREDIENTS, COLOUR, SOY LECITHIN. CONTAINS WHEAT, EGG, MILK AND SOY INGREDIENTS.



KELLOGG'S* MINI-WHEATS* BLUEBERRY MUFFIN FLAVOUR

Nutrition Facts

Serving 25 biscuits (54 g)

Amount per serving	Cereal	With 1/2 Cup 2% Milk
Calories	180	250
% Daily Value		
Fat 1 g†	2 %	5 %
Saturated 0.2 g + Trans 0 g	1 %	9 %
Cholesterol 0 mg	0 %	3 %
Sodium 0 mg	0 %	3 %
Potassium 180 mg	5 %	11 %
Carbohydrate 44 g	15 %	17 %
Fibre 5 g	20 %	20 %
Sugars 12 g		
Sorbitol 0 g		
Starch 27 g		
Protein 4 g		
Vitamin A	0 %	8 %
Vitamin C	0 %	0 %
Calcium	0 %	15 %
Iron	50 %	50 %
Vitamin D	0 %	25 %
Thiamine	80 %	90 %
Riboflavin	2 %	15 %
Niacin	10 %	15 %
Vitamin B₆	20 %	20 %
Folate	15 %	20 %
Vitamin B₁₂	0 %	25 %
Pantothenate	10 %	20 %
Phosphorus	15 %	25 %
Magnesium	15 %	25 %
Zinc	20 %	25 %

† Amount in cereal.

INGREDIENTS: WHOLE WHEAT, SUGAR, BLUEBERRY FLAVOURED CRUNCHLETS (SUGAR/GLUCOSE-FRUCTOSE, CORN CEREAL, MODIFIED CORN STARCH, NATURAL AND ARTIFICIAL FLAVOUR, VEGETABLE OIL, GLYCERIN, COLOUR), NATURAL AND ARTIFICIAL FLAVOUR, GELATIN, SORBITOL, COLOUR, VITAMINS (THIAMINE HYDROCHLORIDE, NIACINAMIDE, PYRIDOXINE HYDROCHLORIDE, FOLIC ACID, D-CALCIUM PANTOTHENATE), MINERALS (IRON, ZINC OXIDE). BHT ADDED TO PACKAGE MATERIAL TO MAINTAIN PRODUCT FRESHNESS. CONTAINS WHEAT INGREDIENTS.

KELLOGG'S* MINI-WHEATS* BROWN SUGAR FLAVOUR

Nutrition Facts

Serving 20 biscuits (54 g)

Amount per serving	Cereal	With 1/2 Cup 2% Milk
Calories	190	250
% Daily Value		
Fat 1 g†	2 %	5 %
Saturated 0 g + Trans 0 g	0 %	8 %
Cholesterol 0 mg	0 %	3 %
Sodium 5 mg	1 %	3 %
Potassium 190 mg	5 %	11 %
Carbohydrate 44 g	15 %	17 %
Fibre 6 g	24 %	24 %
Sugars 12 g		
Starch 28 g		
Protein 5 g		
Vitamin A	0 %	8 %
Vitamin C	0 %	0 %
Calcium	2 %	15 %
Iron	50 %	50 %
Vitamin D	0 %	25 %
Thiamine	80 %	90 %
Riboflavin	2 %	15 %
Niacin	10 %	15 %
Vitamin B₆	20 %	20 %
Folate	15 %	20 %
Vitamin B₁₂	0 %	25 %
Pantothenate	10 %	20 %
Phosphorus	15 %	30 %
Magnesium	15 %	25 %
Zinc	20 %	25 %

† Amount in cereal.

INGREDIENTS: WHOLE WHEAT, SUGAR, GLYCERIN, BLACKstrap MOLASSES, GELATIN, COLOUR, VITAMINS (NIACINAMIDE, THIAMINE HYDROCHLORIDE, D-CALCIUM PANTOTHENATE, PYRIDOXINE HYDROCHLORIDE, FOLIC ACID), MINERALS (IRON, ZINC OXIDE). BHT ADDED TO PACKAGE MATERIAL TO MAINTAIN PRODUCT FRESHNESS. CONTAINS WHEAT INGREDIENTS.



KELLOGG'S* MINI-WHEATS* MAPLE FLAVOUR

Nutrition Facts		
Serving 27 biscuits (54 g)		
Amount per serving	Cereal	With 1/2 Cup 2% Milk
Calories	190	250
% Daily Value		
Fat 1 g†	2 %	5 %
Saturated 0 g + Trans 0 g	0 %	8 %
Cholesterol 0 mg	0 %	3 %
Sodium 0 mg	0 %	3 %
Potassium 190 mg	5 %	11 %
Carbohydrate 45 g	15 %	17 %
Fibre 5 g	20 %	20 %
Sugars 12 g		
Sorbitol 0 g		
Starch 28 g		
Protein 5 g		
Vitamin A	0 %	8 %
Vitamin C	0 %	0 %
Calcium	2 %	15 %
Iron	50 %	50 %
Vitamin D	0 %	25 %
Thiamine	80 %	90 %
Riboflavin	0 %	15 %
Niacin	10 %	15 %
Vitamin B ₆	20 %	20 %
Folate	15 %	20 %
Vitamin B ₁₂	0 %	25 %
Pantothenate	10 %	20 %
Phosphorus	15 %	25 %
Magnesium	15 %	25 %
Zinc	20 %	25 %

INGREDIENTS: WHOLE WHEAT, SUGAR, BROWN SUGAR, NATURAL AND ARTIFICIAL FLAVOUR, COLOUR, GELATIN, SORBITOL, VITAMINS (NIACINAMIDE, THIAMINE HYDROCHLORIDE, d-CALCIUM PANTOTHENATE, PYRIDOXINE HYDROCHLORIDE, FOLIC ACID), MINERALS (IRON, ZINC OXIDE). BHT ADDED TO PACKAGE MATERIAL TO MAINTAIN PRODUCT FRESHNESS. **CONTAINS WHEAT INGREDIENTS.**

KELLOGG'S* MINI-WHEATS* ORIGINAL FROSTED

Nutrition Facts		
Serving 21 biscuits (54 g)		
Amount per serving	Cereal	With 1/2 Cup 2% Milk
Calories	190	250
% Daily Value		
Fat 1 g†	2 %	5 %
Saturated 0 g + Trans 0 g	0 %	8 %
Cholesterol 0 mg	0 %	3 %
Sodium 0 mg	0 %	3 %
Potassium 200 mg	6 %	11 %
Carbohydrate 45 g	15 %	17 %
Fibre 6 g	24 %	24 %
Sugars 10 g		
Starch 29 g		
Protein 5 g		
Vitamin A	0 %	8 %
Vitamin C	0 %	0 %
Calcium	2 %	15 %
Iron	50 %	50 %
Vitamin D	0 %	25 %
Thiamine	80 %	90 %
Riboflavin	2 %	15 %
Niacin	10 %	15 %
Vitamin B ₆	20 %	20 %
Folate	15 %	20 %
Vitamin B ₁₂	0 %	25 %
Pantothenate	10 %	20 %
Phosphorus	20 %	30 %
Magnesium	20 %	25 %
Zinc	20 %	25 %

INGREDIENTS: WHOLE WHEAT, ICING SUGAR, GLYCERIN, GELATIN, VITAMINS (NIACINAMIDE, THIAMINE HYDROCHLORIDE, d-CALCIUM PANTOTHENATE, PYRIDOXINE HYDROCHLORIDE, FOLIC ACID), MINERALS (IRON, ZINC OXIDE). BHT ADDED TO PACKAGE MATERIAL TO MAINTAIN PRODUCT FRESHNESS. **CONTAINS WHEAT INGREDIENTS.**



KELLOGG'S* MINI-WHEATS* STRAWBERRY FLAVOUR

Nutrition Facts		
Serving 27 biscuits (54 g)		
Amount per serving	Cereal	With 1/2 Cup 2% Milk
Calories	190	250
	% Daily Value	
Fat 1 g†	2 %	5 %
Saturated 0.2 g + Trans 0 g	1 %	8 %
Cholesterol 0 mg	0 %	3 %
Sodium 0 mg	0 %	3 %
Potassium 180 mg	5 %	11 %
Carbohydrate 45 g	15 %	17 %
Fibre 5 g	20 %	20 %
Sugars 12 g		
Sorbitol 0 g		
Starch 28 g		
Protein 5 g		
Vitamin A	0 %	8 %
Vitamin C	0 %	0 %
Calcium	2 %	15 %
Iron	50 %	50 %
Vitamin D	0 %	25 %
Thiamine	80 %	90 %
Riboflavin	0 %	15 %
Niacin	10 %	15 %
Vitamin B ₆	20 %	20 %
Folate	15 %	20 %
Vitamin B ₁₂	0 %	25 %
Pantothenate	10 %	20 %
Phosphorus	15 %	25 %
Magnesium	15 %	20 %
Zinc	20 %	25 %
† Amount in cereal.		
INGREDIENTS: WHOLE WHEAT, SUGAR, STRAWBERRY FLAVOURED CRUNCHLETS (SUGAR/GLUCOSE-FRUCTOSE, CORN CEREAL, MODIFIED CORN STARCH, HYDROGENATED VEGETABLE OIL, CITRIC ACID, GLYCERIN, NATURAL AND ARTIFICIAL FLAVOUR, COLOUR), NATURAL AND ARTIFICIAL FLAVOUR, GELATIN, SORBITOL, VITAMINS (NIACINAMIDE, THIAMINE HYDROCHLORIDE, δ -CALCIUM PANTOTHENATE, PYRIDOXINE HYDROCHLORIDE, FOLIC ACID), MINERALS (IRON, ZINC OXIDE), COLOUR, BHT ADDED TO PACKAGE MATERIAL TO MAINTAIN PRODUCT FRESHNESS. CONTAINS WHEAT INGREDIENTS.		



KELLOGG'S* MINI-WHEATS* LITTLE BITES* ORIGINAL

Nutrition Facts		
Serving 51 biscuits (55 g)		
Amount per serving	Cereal	With 1/2 Cup 2% Milk
Calories	190	260
	% Daily Value	
Fat 1 g †	2 %	5 %
Saturated 0 g + Trans 0 g	0 %	8 %
Cholesterol 0 mg	0 %	3 %
Sodium 0 mg	0 %	3 %
Potassium 200 mg	6 %	11 %
Carbohydrate 46g	15 %	17 %
Fibre 6 g	24 %	24 %
Sugars 12 g		
Starch 28 g		
Protein 5 g		
Vitamin A	0 %	8 %
Vitamin C	0 %	0 %
Calcium	2 %	15 %
Iron	50 %	50 %
Vitamin D	0 %	25 %
Thiamine	80 %	90 %
Riboflavin	0 %	15 %
Niacin	15 %	20 %
Vitamin B ₆	20 %	20 %
Folate	15 %	20 %
Vitamin B ₁₂	0 %	25 %
Pantothenate	10 %	20 %
Phosphorus	15 %	30 %
Magnesium	15 %	25 %
Zinc	20 %	25 %

† Amount in cereal.

INGREDIENTS: WHOLE WHEAT, SUGAR/GLUCOSE-FRUCTOSE, GELATIN, VITAMINS (NIAICINAMIDE, THIAMINE HYDROCHLORIDE, D-CALCIUM PANTOTHENATE, PYRIDOXINE HYDROCHLORIDE, FOLIC ACID), MINERALS (IRON, ZINC OXIDE), BHT ADDED TO PACKAGE MATERIAL TO MAINTAIN PRODUCT FRESHNESS. CONTAINS WHEAT INGREDIENTS.

KELLOGG'S* MINI-WHEATS* LITTLE BITES* COCOA

Nutrition Facts		
Serving 52 biscuits (55 g)		
Amount per serving	Cereal	With 1/2 Cup 2% Milk
Calories	200	260
	% Daily Value	
Fat 2 g †	3 %	7 %
Saturated 1 g + Trans 0 g	5 %	13 %
Cholesterol 0 mg	0 %	3 %
Sodium 200 mg	8 %	11 %
Potassium 260 mg	7 %	13 %
Carbohydrate 45g	15 %	17 %
Fibre 6 g	24 %	24 %
Sugars 12 g		
Sorbitol 0 g		
Starch 27 g		
Protein 5 g		
Vitamin A	0 %	8 %
Vitamin C	0 %	0 %
Calcium	2 %	15 %
Iron	50 %	50 %
Vitamin D	0 %	25 %
Thiamine	80 %	90 %
Riboflavin	0 %	15 %
Niacin	15 %	20 %
Vitamin B ₆	20 %	20 %
Folate	15 %	20 %
Vitamin B ₁₂	0 %	25 %
Pantothenate	15 %	20 %
Phosphorus	15 %	30 %
Magnesium	20 %	25 %
Zinc	20 %	25 %

† Amount in cereal.

INGREDIENTS: WHOLE WHEAT, SUGAR, DARK CHOCOLATE (SUGAR, CHOCOLATE LIQUOR, COCOA BUTTER, SOY LECTIN), NATURAL FLAVOUR, COCOA, SALT, ARTIFICIAL FLAVOUR, GELATIN, SORBITOL, VITAMINS (NIAICINAMIDE, THIAMINE HYDROCHLORIDE, D-CALCIUM PANTOTHENATE, PYRIDOXINE HYDROCHLORIDE, FOLIC ACID), MINERALS (IRON, ZINC OXIDE), BHT ADDED TO PACKAGE MATERIAL TO MAINTAIN PRODUCT FRESHNESS. CONTAINS WHEAT AND SOY INGREDIENTS.