

BUILD A BETTER BOWL

Breakfast is an important meal to help fuel your morning and jumpstart your day. In fact, research shows that breakfast improves both mental and physical performance.¹ But not all breakfasts are created equal. For a balanced meal, it's tough to beat a bowl of cereal. A bowl of cereal with fruit and milk can provide quality carbohydrates, protein and a wide array of essential nutrients. Here's some inspiration to Build a Better Bowl!

1. HIGH-QUALITY GRAINS TO HELP RECHARGE

Research has found that adults who consume grain foods have better diet quality and lower body weight than those who do not.^{2,3} Grains contain carbohydrates, which are the "go-to" fuel for the body and brain, protein, which is the building block of all cells, and several vitamins and minerals (B vitamins, fiber, and iron), which are all key elements to a healthy diet. Choose a Kellogg's cereal as your base to energize your body and start your day off right.

2. HIGH-QUALITY PROTEIN TO HELP REBUILD

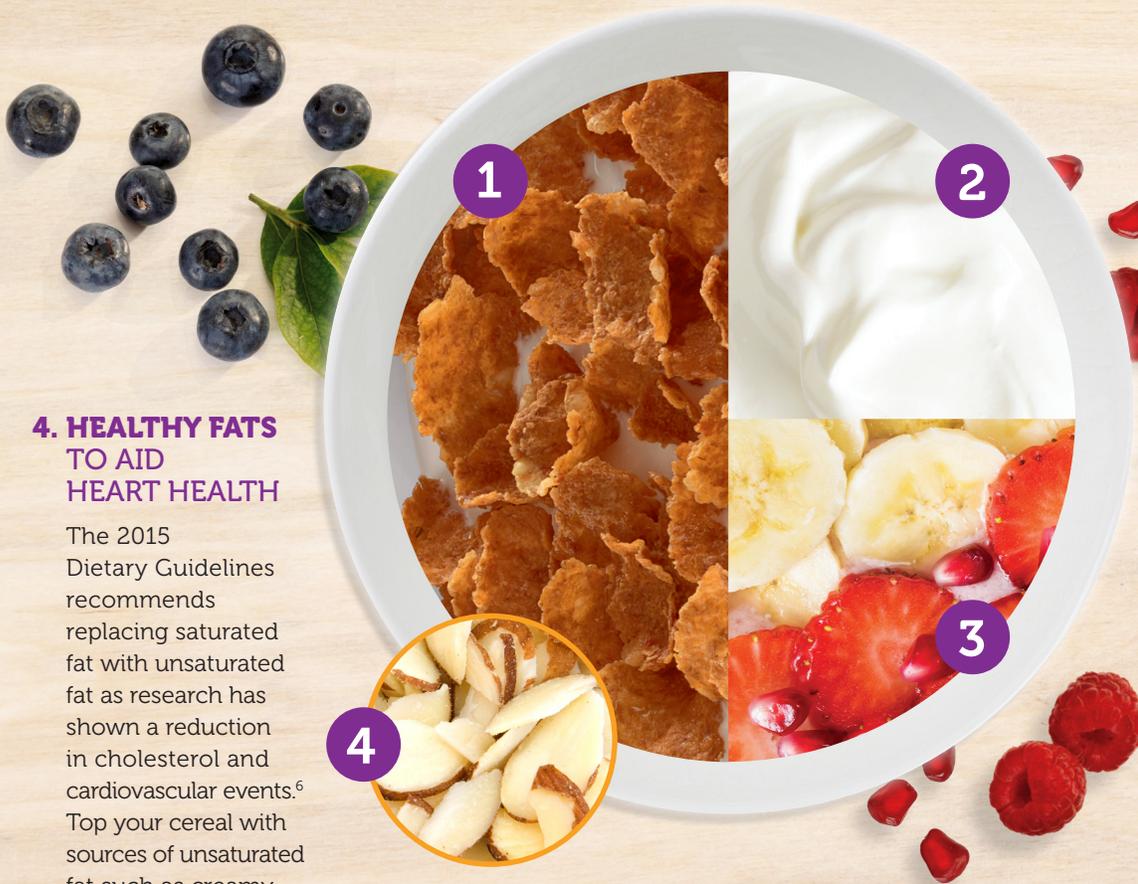
Protein is an essential building block for the body and helps to repair and strengthen muscle tissue.⁴ Add protein sources such as milk, Greek yogurt, nuts, nut butter, or non-dairy milk/yogurt to your cereal base.

4. HEALTHY FATS TO AID HEART HEALTH

The 2015 Dietary Guidelines recommends replacing saturated fat with unsaturated fat as research has shown a reduction in cholesterol and cardiovascular events.⁶ Top your cereal with sources of unsaturated fat such as creamy avocado, crunchy walnuts or almonds, and chia or flax seeds.

3. NUTRIENT-RICH FRUITS TO NOURISH

Adding half cup of fruit to your cereal bowl adds sweetness without compromising nutrition. Surprisingly, less than 10% of cereal eaten in the US is enjoyed with fruit. Get the most from your cereal bowl by adding some bananas, which are rich in potassium, or berries, which provide antioxidants and fiber.⁵



SHARE WITH US HOW YOU BUILD A BETTER BOWL

 #kelloggsmybowl

1. International Food Information Council Review. Breakfast and Health. Available at: <http://www.foodinsight.org/Content/6/IFIC%20Brkfst%20Review%20FINAL.pdf>. Accessed July 23, 2012.

2. Papanikolaou, Y., and Fulgoni V. Grain Foods are Contributors of Nutrient Density for American Adults and Help Close Nutrient Recommendation Gaps: Data from the National Health and Nutrition Examination Survey, 2009-2012. *Nutrients*. 2017;9(8).

3. Papanikolaou, Y., and Fulgoni V. Certain Grain Food Patterns Are Associated with Improved 2015 Dietary Guidelines Shortfall Nutrient Intakes, Diet Quality, and Lower Body Weight in US Adults: Results from the National Health and Nutrition Examination Survey, 2005-2010. *Food and Nutrition Sciences*. 2016;7:772-781.

4. Thomas DT, Erdman KA, Burke LM. Position of the Academy of Nutrition and Dietetics, Dietitians of Canada, and the American College of Sports Medicine: Nutrition and Athletic Performance. *J Acad Nutr Diet*. March 2016. Available at [http://jandonline.org/article/S2212-2672\(15\)01802-X/pdf](http://jandonline.org/article/S2212-2672(15)01802-X/pdf)

5. USDA National Nutrient Database for Standard Reference (Release 28, released September 2015, slightly revised May 2016)

6. U.S. Department of Health and Human Services and U.S. Department of Agriculture. 2015 – 2020 Dietary Guidelines for Americans. 8th Edition. December 2015. Available at <https://health.gov/dietaryguidelines/2015/guidelines/>.

A CEREAL FOR EVERYONE

People have different tastes and nutrition priorities. That's why Kellogg's makes cereals to match the full spectrum of needs from fun to functional — allowing everyone to find a cereal that's right for them, the occasion and the experience desired. You can feel good knowing that a bowl of Kellogg's cereal, fruit and milk provides calcium, vitamin D, fiber and potassium for a great breakfast, a snack, or even dessert.

FUN



BALANCED



FUNCTIONAL



BREAKFAST BOWL INSPIRATION

KICKIN' CRUNCH

Combine Special K® Protein with yogurt. Stir in cayenne and top with avocado.

- ½ cup Kellogg's Special K® Protein
- ¼ cup plain yogurt
- 2 tsp. avocado
- ¼ tsp. cayenne



Calories: 130 Protein: 10g Fiber: 2g
Saturated Fat: 1g Sodium: 170mg

GROWN UP TRAIL MIX

In a bowl, stir Kellogg's Raisin Bran® with Cranberries and yogurt. Top with espresso beans and almonds.

- ½ cup Kellogg's Raisin Bran® with Cranberries
- ¼ cup plain yogurt
- 2 T. chocolate covered espresso beans
- 1 T. almonds



Calories: 260 Protein: 8g Fiber: 4g
Saturated Fat: 3.5g Sodium: 50mg

JUST PEACHY

Stir up Kellogg's Frosted Mini-Wheats® with skim milk and peaches, sprinkle with ginger.

- 1 cup Kellogg's Frosted Mini-Wheats®
- ½ cup skim milk
- ⅓ cup chopped or sliced peaches
- ¼ tsp ground ginger



Calories: 270 Protein: 10g Fiber: 7g
Saturated Fat: 0g Sodium: 55mg

Visit [KelloggsNutrition.com](https://www.kelloggsnutrition.com) & [HealthyBeginnings.com](https://www.healthybeginnings.com) for additional recipe ideas with cereal and more information about the goodness of grains.

Kellogg's Nutrition