

The logo for Which? is a red square with the word "Which?" in white, bold, sans-serif font. The question mark is slightly larger and more prominent than the other letters.

## Briefing

# What's in your bowl?

## The most popular breakfast cereals compared

A Which? comparison of the top breakfast cereals and their own-brand equivalents has shown once again that far too many breakfast cereals don't deserve their healthy image. While a lot of positive action has been taken to bring down salt levels, sugar levels remain a problem, particularly for products aimed at children.

There are healthier choices to be made, but the way that cereals are labelled makes it difficult to work out which these are. More prominent nutrition claims promoting healthier aspects of the cereal can add to the confusion. Some retailers are putting traffic light labels on their products, but not all, and the majority of products use a percentage guideline daily amount (GDA) system without colour-coding nutrient levels. Serving sizes still differ between brands, and some manufacturers include semi-skimmed milk in the per-serving information while others don't, making it complicated to compare.

Overall, the research shows that there is still a lot more to be done by retailers and manufacturers to provide a wider choice of healthier cereals, including:

- consistent nutrition labelling on cereals, with traffic light colour-coding;
- development and marketing of healthy cereals for children; and
- further reductions in sugar and salt levels.

### Which? Is a consumer champion

We work to make things better for consumers. Our advice helps them make informed decisions. **Our campaigns make people's lives fairer, simpler and safer.** Our services and products put consumers' needs first to bring them better value.

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## A healthy start?

Which? campaigns to enable people to choose the right food at the right price. This includes making it easier to choose healthily. Around a fifth of people suffer from obesity, and diet-related diseases, such as cancers, heart disease and stroke, are major killers. We have, therefore, called for government and food industry action to help people identify and choose healthier foods. This includes reducing fat, sugar and salt levels in foods, clearer labelling by including traffic light colour-coding of nutrient levels on front-of-pack, and more responsible marketing.

Our research has regularly shown that many breakfast cereals do not deserve their long-standing healthy image. Breakfast may be described as the most important meal of the day, but that doesn't mean that products sold as a breakfast food are automatically healthy. While some healthier choices are available, our previous comparisons found that many products on sale have more in common with confectionery than cereal.

The Government has launched a Responsibility Deal with the food industry to encourage voluntary action to tackle poor diet, and so it is timely to see if breakfast cereal manufacturers are producing and marketing their products more responsibly than when we compared them in 2009. This time we looked at 50 cereals, comparing sugar, salt and fat.

There are hundreds of cereals on the market so we focused on the top selling branded cereals. We included the own-brand equivalents from all of the main supermarkets for three of the best-selling adult cereals (Kellogg's Special K, Kellogg's Crunchy Nut Cornflakes and Kellogg's Cornflakes) and the best-selling children's cereal (Kellogg's Coco Pops). We didn't look at own-brand equivalents for Weetabix, which is also among the top-selling cereals, because own-brand versions differ so little from the brand. We compared the nutritional content by using the manufacturers' nutrition information and applying traffic light colour-coding of nutrient levels developed by the Food Standards Agency (FSA).

Full results for the 50 cereals are shown in the table at the end of this report.

## Main findings

- Salt levels have generally improved across the board with only one product classed as high in salt, but 32 out of the 50 cereals we looked at were high in sugar.
- All of the cereals aimed at children were high in sugar except for Kellogg's Rice Krispies and Weetabix.
- Kellogg's Frosties, with 37 per cent sugar, was the worst for sugar. More surprisingly, some cereals marketed as healthy, such as Kellogg's All-Bran Bran Flakes and Special K, were high in sugar (22 per cent and 17 per cent respectively).
- Salt levels have improved for many of the cereals, with only eight cereals failing to meet salt targets that have been set for the end of 2012 (Asda, Lidl, Kellogg's, Marks and Spencer and Tesco Cornflakes, Nestlé Cheerios and Kellogg's Special K and Rice Krispies).
- Lidl Cornflakes were highest in salt with 1.7g salt per 100g - a 30g serving contains more salt than a large bag (34.5g) of Walker's Ready Salted Crisps.
- Eight of the 50 cereals had no front-of-pack nutrition labelling and only 14 included traffic light colour-coding to show nutrient levels (all supermarket own-brand). Nutrition information per serving was also given inconsistently making it difficult to compare products.



- The only cereal that could be given a green traffic light for low levels of fat, sugar and salt was Nestlé Shredded Wheat, although Nestlé do not provide traffic light colour-coding to show this.
- Own-brand cereals were healthier than the equivalent brand for cereals similar to Kellogg's Special K and Crunchy Nut Cornflakes, but the results varied for own-brand cereals similar to Kellogg's Cornflakes and Coco Pops.

### Cereals compared - at a glance

#### Best overall:

Nestlé Shredded Wheat was the lowest in sugar, salt and fat. Quaker Oat So Simple Original was low in sugar and salt and medium for fat. Weetabix was low in sugar and fat but had medium levels of salt. Dorset Cereals Simply Delicious Muesli was one of the lowest for salt, had medium levels of fat and although it contains 16.8g sugar per 100g, it comes from fruit.

#### Worst overall:

No cereals were high in all three nutrients, but several cereals were high in sugar and also contained medium levels for fat and salt. These included all of the Crunchy Nut cereal variety, of which Kellogg's Crunchy Nut Cornflakes were highest for sugar and salt, Nestlé Cheerios and Kellogg's Crunchy Nut Clusters. Lidl's Cornflakes stand out for having the highest salt content and Kellogg's Frosties for being highest in sugar.

#### Lowest for sugar:

- Nestlé Shredded Wheat (0.7g per 100g)
- Quaker Oat So Simple (Original) (1.0g per 100g)
- Weetabix (4.4g per 100g)

#### Highest for sugar:

- Kellogg's Frosties (37g per 100g)
- Chocolate rice cereal from Asda (36.3g per 100g), Tesco (36.1g), The Co-operative, Lidl, Morrisons, Sainsbury's and Waitrose (36g per 100g)
- Kellogg's Crunchy Nut Cornflakes, Kellogg's Coco Pops and Sugar Puffs (35g per 100g)

#### Lowest for salt:

- Nestlé Shredded Wheat (trace)
- Quaker Oat So Simple (Original) (0.01g per 100g)
- Sugar Puffs<sup>1</sup> (0.01g per 100g)
- Dorset Simply Delicious Muesli (<0.1g per 100g)
- Weetos Chocolately (0.23g per 100g)
- Alpen Original Muesli (0.28g per 100g)

#### Highest for salt:

- Lidl Cornflakes (1.7g per 100g)
- Kellogg's Cornflakes (1.3g per 100g)
- Marks and Spencer Cornflakes (1.25g per 100g)
- Nestlé Cheerios (1.24g per 100g)

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<sup>1</sup> But one of the highest for sugar.



## Detailed findings

### Sugar levels

Thirty-two of the 50 breakfast cereals analysed were high in sugar<sup>2</sup>. Twelve of the 14 cereals aimed at children were high in sugar, with the exception of Kellogg's Rice Krispies and Weetabix. The worst offender was Kellogg's Frosties, containing 37 per cent sugar. Perhaps unsurprisingly, all the chocolate-containing cereals were high in sugar.

Supermarket own-brands of chocolate rice cereal from Asda, Lidl, Morrisons, Sainsbury's, Tesco and Waitrose contained at least 36g of sugars per 100g, and Kellogg's Coco Pops (35g per 100g) and Aldi Choco Rice (33g per 100g) were only marginally better. Sugar levels in these cereals are up to double that of sweet foods such as biscuits (McVities Digestives contain 16.6g sugar per 100g).

The only cereals which were low in sugars (5g per 100g or less) were Nestlé Shredded Wheat, Quaker Oat So Simple Original and Weetabix.

Honey and peanut cornflakes were predictably high in sugar. Kellogg's Crunchy Nut Cornflakes contain 35g sugar per 100g, with the supermarket own-brands containing similar levels. The exception was Lidl's Flakers Honey Nut Cornflakes, which contain 20.8g sugar per 100g, showing that it is possible to reduce the sugar content of these cereals.

### Low fat, but high sugar

Other cereals thought of as 'healthy' were also found to be high in sugar. Kellogg's All-Bran Bran Flakes contain 22g sugar per 100g, almost as much as Weetabix Chocolatey Weetos (23.5g per 100g). Kellogg's Special K is a high-sugar food, containing 17g sugar per 100g. Asda, The Co-operative, Sainsbury's Be Good to Yourself Balance and Waitrose Special Choice own-brand rice and wheat flakes are also high in sugar. Several of these cereals are promoted as being low in fat. Only Aldi, Lidl, Morrisons and Tesco produce a rice and wheat cereal containing less than 12.5 per cent sugar.

### Sugar from fruit

The two mueslis we analysed were both found to be high in sugars. However they both contain dried fruits, which will contribute to the overall sugar content while also providing other nutritional benefits. Dorset Simply Delicious Muesli has no added sugar, whereas Weetabix adds sugar to its Alpen Original.

### Salt levels

The salt content of breakfast cereals has historically been high. Manufacturers have taken steps to reduce salt in breakfast cereals by reformulating their products to meet salt targets. Just eight of the 50 breakfast cereals we analysed were not meeting the target for the end of 2012 of 1.1g salt per 100g breakfast cereal (Asda, Lidl, Kellogg's, Marks and Spencer and Tesco Cornflakes; Nestlé Cheerios; and Kellogg's Special K and Rice Krispies). Table 1 shows how salt and sugar levels compare for the cereals we also looked at in our 2009 research.

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<sup>2</sup>>12.5g per 100g

This illustrates how many manufacturers and retailers have reduced levels, and in some cases have lowered the sugar content too. Some have made significant salt reductions. For example, Morrisons Honey Nut Cornflakes now contain 0.7g salt per 100g, compared to 1.8g in 2009. Tesco Special Flakes have 0.8g salt per 100g instead of 2.0g and Kellogg's Coco Pops have 0.75g per 100g instead of 1.15g. The salt has, however, increased in Asda Cornflakes (1.2g per 100g compared to 0.8g).

**Table 1: Changes to sugar and salt content since Which?'s 2009 research**

Per 100g	Sugar 2009	Sugar Dec 2011	Salt 2009	Salt Dec 2011
Kellogg's Special K	17.0g	17.0g	1.15g	1.15g
Asda Vitality	12.0g	14.8g	0.8g	0.7g
Sainsbury's BGT Balance	15.7g	15.4g	1.6g	0.73g
Tesco Special Flakes	11.6g	12.0g	2.0g	0.8g
Kellogg's Crunchy Nut Cornflakes	35.0g	35.0g	1.15g	0.90g
Asda Honey Nut Cornflakes	33.6g	33.6g	0.80g	0.80g
Morrisons Honey Nut Cornflakes	33.6g	33.6g	1.8g	0.7g
Sainsbury's Honey Nut Cornflakes	33.6g	33.6g	0.74g	0.74g
Tesco Honey Nut Cornflakes	33.6g	33.6g	1.1g	0.70g
Kellogg's Cornflakes	8.0g	8.0g	1.8g	1.3g
Asda Cornflakes	8.9g	8.8g	0.8g	1.2g
Morrisons Cornflakes	8.9g	8.9g	0.7g	0.7g
Sainsbury's Cornflakes	8.9g	8.9g	0.74g	0.74g
Tesco Cornflakes	8.9g	8.8g	1.6g	1.2g
Kellogg's Coco Pops	34.0g	35.0g	1.15g	0.75g
Asda Choco Snaps	36.0g	36.1g	0.8g	0.7g
Morrisons Choco Crackles	38.4g	36.0g	1.0g	0.70g
Sainsbury's Choco Rice Pops	36.0g	36.0g	0.74g	0.74g
Tesco Choco Snaps	36g	36.1g	0.70g	0.70g
Honey Monster Sugar Puffs	35.0g	35.0g	0.01g	0.01g
Kellogg's All-Bran Bran Flakes	22.0g	22.0g	1.3g	1.0g
Kellogg's Frosties	37.0g	37.0g	1.15g	0.9g
Kellogg's Rice Krispies	10.0g	10.0g	1.65g	1.15g
Nestlé Cheerios	21.6g	21.5g	1.1g	1.24g
Nestlé Shredded Wheat	0.9g	0.7g	0.01g	0.01g
Nestlé Shreddies	15.5g	14.9g	0.9g	0.76g
Weetabix	4.4g	4.4g	0.65g	0.65g
Weetabix Weetos Chocolatey	23.5g	23.5g	0.23g	0.23g

This shows salt levels are generally coming down, which is very encouraging, but needs to continue. Salt targets for 2014 have not yet been set by the Government, but are needed to build on 2010 and 2012 targets and encourage further reductions as people's tastes change.



The worst offenders for salt content were Lidl Cornflakes (containing 1.7g salt per 100g), Kellogg's Cornflakes (1.3g per 100g), Marks and Spencer Cornflakes (1.25g per 100g), Nestlé Cheerios (1.24g per 100g), Asda Cornflakes (1.2g per 100g), Tesco Cornflakes (1.2g per 100g), and Kellogg's Rice Krispies and Kellogg's Special K (both 1.15g per 100g).

Overall, there were just six low-salt breakfast cereals in our comparison (0.3g salt per 100g or below). These were: Quaker Oat So Simple, Dorset Simply Delicious Muesli, Shredded Wheat, Honey Monster Sugar Puffs, Weetabix Weetos Chocolatey and Weetabix Alpen Original Muesli.

### **Fat content**

Fat is not such an issue for cereals compared with sugar and salt. Thirty-five out of the 50 cereals we analysed were low in fat. Cereal companies like to promote this, with 'low in fat' being one of the most popular nutrition claims on cereal boxes. Wheat, rice and corn are naturally low fat grains, so cereals made from these are not likely to be high in fat. Nuts and seeds contribute most of the fat in breakfast cereals, but have other nutritional benefits. Oats inherently have a higher fat content than other grains, but the benefits of eating a diet high in oats far outweigh the extra fat content. Quaker Oat So Simple contains 8.5g fat per 100g, but is low in saturated fat (just 1.5 per cent).

The highest fat content of any cereal we looked at was Kellogg's Crunchy Nut Clusters. These contain 15 per cent fat, of which 4.5 per cent is saturated fat. High fat ingredients in this cereal include: vegetable oil, peanuts and oats. This product also had the highest energy content of any of the cereals. At 449 calories per 100g or 202 per 45g serving, this cereal was significantly higher in calories than the other cereals, which were generally below 400 calories per 100g.

### **Fibre benefits**

Nine out of the 50 cereals analysed were high in fibre, containing 6g fibre per 100g or more. A further 19 could be described as a 'source of fibre' as they contain at least 3g fibre per 100g. Three of the cereals marketed to children were high in fibre (Nestlé Cheerios, Weetabix and Weetabix Weetos Chocolatey), and in addition two could be considered a source of fibre: Honey Monster Sugar Puffs contained 4g of fibre per 100g and Lidl's Choco Rice contained 3.9g of fibre per 100g. Cornflakes (all brands) contained at least 3 per cent fibre and therefore can also be seen as a source of fibre. Kellogg's All-Bran Bran Flakes contained the highest fibre of the cereals we analysed: 15g per 100g.

### **Added vitamins and minerals**

Many breakfast cereals are fortified with vitamins and iron, and sometimes calcium is also added. This means that breakfast cereals can make a significant contribution to micronutrient intakes. Forty two out of the 50 cereals we looked at contained added vitamins, and many of these were also fortified with iron. The number of vitamins with which cereals were fortified differed between brands and products. Some cereals claiming to be fortified with vitamins had just three added vitamins (for example, Honey Monster Sugar Puffs), while others had up to eight vitamins added.

The levels of fortification also differed for each cereal. For example, folic acid is added to breakfast cereals to help prevent congenital neural tube defects (spina bifida). Weetabix add 170µg folic acid per 100g cereal, whereas 400µg folic acid per 100g can be found in



Waitrose Cornflakes. Likewise “added iron” could mean 5.3mg iron per 100g (Kellogg’s Crunchy Nut Clusters) or up to 23.1mg iron per 100g (Sainsbury’s Balance and Waitrose Special Choice). The Lidl own-brand cereals contained no added vitamins or minerals.

### Lack of healthy children’s Cereals

Which? has repeatedly expressed concern that it is difficult to find healthy children’s cereals. Unfortunately, breakfast cereals promoted to children are frequently high in sugar and salt. Our analysis confirmed this, as only two out of the 14 children’s cereals we looked at were not high in sugar: Kellogg’s Rice Krispies, which was amber or medium for sugar, and Weetabix, which is low in sugar. However, Kellogg’s Rice Krispies are relatively high in salt compared to the other cereals we looked at.

All the children’s cereals except Weetos Chocolatey and Sugar Puffs were given an amber traffic light (medium) for salt content. Only the Weetabix, Nestlé Cheerios and Weetos Chocolatey could be considered high fibre breakfast cereals aimed at children. Two other children’s cereals could be considered a source of fibre (Lidl Choco Rice and Sugar Puffs).

We classed products as children’s cereals if they had a cartoon character on them or other promotion of appeal to children. One variety of the chocolate rice cereals, Waitrose Choco Pops, did not contain a cartoon character, so we did not include it as a children’s cereal. Other examples of the way that cereals are promoted to children included: Kellogg’s Frosties and Tesco Choco Crackles with activities aimed at children on the packaging; and Sugar Puffs, Asda Choco Snaps and Morrisons Choco Crackles, which all included a competition. All Nestlé cereals contained a ‘box tops for books’ token - a minimum of 10 cereal boxes are needed for one school book.

Some brands are now integrating their marketing across a range of media, for example, by including links to their websites on the packaging. While some restrictions and voluntary codes on the way that foods are marketed to children are now in place, this research reinforces the need for a more comprehensive approach in order to ensure that this creativity is instead used to encourage healthier choices.

### Confusing labels

The way cereals are labelled can make it difficult to compare and identify healthier choices. Eight out of the 50 cereals analysed had no front-of-pack nutrition labelling at all. Just 14 of the cereals included traffic light colour-coding of nutrients front-of-pack. These were cereals produced by Asda, The Co-operative, Sainsbury’s, Waitrose and Marks and Spencer. But even some of these retailers who have signed up to using the labelling scheme did not use it consistently across all of their products. Waitrose displayed it on some of its products, but not all, and even where it was provided, the Waitrose traffic light label was not very obvious.

Twenty eight cereals included the percentage guideline daily amounts (GDA) of calories, salt, fat, saturates and sugar per serving, without traffic light colours. Asda and Marks and Spencer used this scheme, but with traffic light colours too. Asda also specified in words whether levels were high, medium or low. This is the combined scheme that research shows works best for most people. Tesco and Aldi’s labelling included pastel colour-coding of nutrients (rather than referring to the nutrient levels) which could be mistaken for the traffic light labelling scheme, and is particularly confusing.



Serving sizes ranged from 50g to 30g. GDAs were also referenced to an ‘average adult’. This ‘average adult’ was always an adult woman, although this was not always stated on the label. All the so-called children’s cereals had GDAs referenced to an adult woman. This makes them appear to be better for children than they actually are.

Some of the front-of-pack GDA percentages were based on servings which included semi-skimmed milk, while others were based on dry cereal, adding to confusion. 125ml semi-skimmed milk was used consistently, even with differing serving sizes of cereal (Marks & Spencer felt their 50g serving of Cornflakes would need 125ml milk, as did Sainsbury’s with their 30g serving of Cornflakes).

### Branded vs own-brand

For some cereals, it is possible to reduce sugar and salt levels, as well as how much you spend, by switching from a branded cereal to an own-brand product, but this does not follow for every type. Of the four most popular cereals we looked at, the cereals that came out as the healthiest for sugar and salt levels were as follows:

**Table 2: Savings to be made: brand vs own-brand**

Cereal and own-brand equivalents	How to cut sugar	How to cut salt
Kellogg’s Special K	All of the own-brand varieties were lower in sugar, with Lidl Special Flakes lowest of all (10.9g vs. 17.0g per 100g)	Own-brand were all lower in salt. Aldi, Asda, Lidl, Sainsbury’s and Waitrose were lowest.
Kellogg’s Crunchy Nut Cornflakes	All of the own-brand varieties were lower in sugar. Lidl’s were lowest overall (20.8g, compared to 35g per 100g).	Own-brand were all lower in salt. Aldi was lowest of all.
Kellogg’s Cornflakes	Only Aldi Cornflakes have marginally lower levels of sugar than Kellogg’s. All other brands have higher levels of sugar	The own-brand cereals, with the exception of Lidl, were lower in salt.
Kellogg’s Coco Pops	Only Aldi’s cereal was lower in sugar than Kellogg’s. The rest of the own-brand versions had slightly higher levels.	Except for The Co-operative, all of the own-brand cereals were the same or lower in salt than Kellogg’s.

### Conclusion

While progress has been made on lowering salt levels in cereals, our research has shown once again that many cereals are high in sugar. Particularly disturbingly, the majority of children’s cereals (12 out of 14) were given a red light for sugar. Only one of the 50 cereals received a red light for salt (Lidl Cornflakes).

Our 2009 report encouraged the breakfast cereal industry to adopt the FSA traffic light labelling system across all brands as this provides an easy way to identify amounts of fat, sugar and salt in their foods. It is disappointing that this has not been embraced, and front-of-pack nutrition information remains as confusing as ever: many companies refuse to add traffic





lights; different serving sizes used; servings shown with and without milk; and GDAs for adult women used on children's cereals.

In particular, the breakfast cereals marketed to children need to improve. Healthier cereals need to be developed, and the creativity put into marketing less healthy cereals through a complex mix of media should be channelled into encouraging healthier choices.

### Calling for Action

Breakfast cereal manufacturers still need to do more to ensure that their products live up to their healthy image by:

- offering more lower sugar cereals;
- making further salt reductions beyond 2012 salt targets;
- marketing their products responsibly: high sugar products should not be promoted as healthy;
- applying traffic light colours so that nutrient levels are obvious at a glance; and
- developing and promoting healthier cereals aimed at children.

The Government needs to encourage a more responsible approach across the board by:

- pushing all food companies to include traffic light colour-coding of nutrient levels on front-of-pack;
- setting guidance for sugar and salt reductions, including 2014 salt targets;
- ensuring that food companies use their child-appealing marketing techniques to promote healthy, rather than less healthy choices; and
- working with other EU member states to restrict the use of health and nutrition claims on foods that are high in fat, sugar or salt.

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Table 3: Most popular cereals compared

Breakfast cereal <sup>3</sup>	Per 100g**					2012 salt target met?	Traffic Light Labelling?
	Calories (kcal)	Sugar	Fat	Salt <sup>4</sup>			
<b>Kellogg's Special K (original)</b>	379	17.0g	1.5g	1.15g		N	No
Aldi Harvest Morn Benefit Original	367	12.0g	1.4g	0.75g		Y	No
Asda Vitality	382	14.8g	1.3g	0.70g		Y	Yes
The Co-operative Healthier Choice Rice & Wheat Flakes	375	13.4g	0.8g	0.80g		Y	Yes
Lidl Crownfield Special Flakes	378	10.9g	1.0g	0.70g		Y	No
Morrisons Trim Flakes	361	12.0g	1.4g	0.80g		Y	No
Sainsbury's Be Good To Yourself Balance	376	15.4g	1.3g	0.73g		Y	Yes
Tesco Special Flakes	365	12.0g	1.4g	0.80g		Y	No
Waitrose Special Choice	382	14.8g	1.3g	0.73g		Y	Yes
<b>Kellogg's Crunchy Nut Cornflakes</b>							
<b>Kellogg's Crunchy Nut Cornflakes</b>	402	35.0g	5.0g	0.90g		Y	No
Aldi Harvest Morn Honey Nut Cornflakes	395	34.4g	3.6g	0.42g		Y	No
Asda Honey Nut Cornflakes	402	33.6g	4.5g	0.80g		Y	Yes
The Co-operative Golden Nut Cornflakes	395	33.6g	4.5g	0.80g		Y	Yes
Lidl Crownfield Flakers Honey & Peanuts	394	20.8g	3.9g	0.70g		Y	No
Morrisons Honey Nut Cornflakes	397	33.6g	4.5g	0.70g		Y	No
Sainsbury's Honey Nut Cornflakes	397	33.6g	4.5g	0.74g		Y	Yes
Tesco Honey Nut Cornflakes	400	33.6g	4.5g	0.70g		Y	No
Waitrose Honey Nut Cornflakes	397	33.6g	4.5g	0.75g		Y	No
<b>Kellogg's Cornflakes</b>							
<b>Kellogg's Cornflakes</b>	378	8.0g	0.9g	1.30g		N	No
Aldi Harvest Morn Cornflakes	382	7.8g	0.5g	0.65g		Y	No
Asda Cornflakes	383	8.8g	1.1g	1.20g		N	Yes
The Co-operative Cornflakes	380	8.9g	1.2g	0.80g		Y	Yes
Lidl Crownfield Cornflakes	376	8.5g	0.8g	1.70g		N	No
Marks & Spencer Cornflakes	370	8.4g	1.0g	1.25g		N	Yes
Morrisons Cornflakes	379	8.9g	1.2g	0.70g		Y	No
Sainsbury's Cornflakes	379	8.9g	1.2g	0.74g		Y	Yes
Tesco Cornflakes	380	8.8g	1.1g	1.20g		N	No

<sup>3</sup>50 cereals are based on the 17 best-selling breakfast cereals and own-brand equivalents for the top 3 adult cereals (excluding Weetabix own-brand equivalents) and top selling children's cereal.

<sup>4</sup> Where salt was not listed per 100g, it has been calculated by multiplying the amount of sodium per 100g by 2.5.

Breakfast cereal <sup>3</sup>	Per 100g**					2012 salt target met?	Traffic Light Labelling?
	Calories (kcal)	Sugar	Fat	Salt <sup>4</sup>			
Waitrose Cornflakes	379	8.9g	1.2g	0.73g		Y	No
<b>Kellogg's Coco Pops*</b>	387	35.0g	2.5g	0.75g		Y	No
Aldi Harvest Morn Choco Rice	394	33.0g	2.8g	0.70g		Y	No
Asda Choco Snaps	390	36.1g	2.8g	0.70g		Y	Yes
The Co-operative Choco Snaps	385	36.0g	2.9g	0.80g		Y	Yes
Lidl Crownfield Choco Rice	379	36.0g	2.9g	0.69g		Y	No
Morrisons Choco Crackles	386	36.0g	2.9g	0.70g		Y	No
Sainsbury's Choco Rice Pops	386	36.0g	2.9g	0.74g		Y	Yes
Tesco Choco Snaps	390	36.1g	2.9g	0.70g		Y	No
Waitrose Choco Pops	386	36.0g	2.9g	0.73g		Y	No
Alpen Original Muesli	377	23.1g <sup>5</sup>	5.8g	0.28g		Y	No
Dorset Cereals Simply Delicious Muesli	356	16.8g <sup>6</sup>	7.4g	0.10g		Y	No
Honey Monster Sugar Puffs	379	35.0g	1.6g	0.01g		Y	No
Kellogg's All-Bran Bran Flakes	356	22.0g	2.0g	1.00g		Y	No
Kellogg's Crunchy Nut Clusters	449	25.0g	15.0g	0.89g		Y	No
Kellogg's Frosties	375	37.0g	0.6g	0.90g		Y	No
Kellogg's Rice Krispies	383	10.0g	1.0g	1.15g		N	No
Nestlé Cheerios	381	21.5g	3.8g	1.24g		N	No
Nestlé Shredded Wheat	340	0.7g	2.2g	0.01g		Y	No
Nestlé Shreddies	371	14.9g	1.9g	0.76g		Y	No
Quaker Oatso Simple	364	1.0g	8.5g	0.01g		Y	No
Weetabix	358	4.4g	2.0g	0.65g		Y	No
Weetabix Weetos Chocolatey	392	23.5g	4.9g	0.23g		Y	No

<sup>5</sup> Includes sugar from fruit.

<sup>6</sup> Includes sugar from fruit.



\* Cereals highlighted in blue are those that included promotions aimed at children.

\*\* We have compared cereals based on the nutritional value per 100g. This enables us to compare them across the board even if manufacturers recommend different portion sizes. Traffic light colours have been applied to show whether cereals are high, medium or low in fat, sugar or salt. These are based on the criteria set out below developed by the Food Standard Agency.

### Traffic light labelling criteria

	Green (Low)	Amber (Medium)	Red (High)
Sugar	≤ 5.0g/100g	>5.0 to ≤ 12.5g/100g	>12.5g per 100g
Salt	≤ 0.3g/100g	>0.3 to ≤ 1.5g/100g	>1.5g/100g
Fat	≤ 3.0g/100g	>3.0 to ≤ 20.0g/100g	>20.0g/100g

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