

Our commitment to you

We're as committed to your family's health as you are. We're continually improving our **breakfast cereals** to make them as healthy as they can be without compromising on the great taste you love.

We use high quality ingredients sourced from ethical and sustainable suppliers who care for our environment. We provide simple, clear and relevant information about our ingredients on all our packaging. Eating our cereals as part of your family's daily diet will help you lead a **healthy and fulfilling life**.

After all, you wouldn't expect anything less from someone you trust to supply you with the most important meal of the day.



How **Nestlé Cereals** is answering the nation's demand for healthier food, and clearer nutritional labelling.



**MAKING
HEALTHIER
EASIER**



For more information about our company, our brands and our activity visit www.cerealpartners.co.uk
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Why is breakfast so important?

Typically, you may not have eaten for up to 12 hours when you wake in the morning. As a result, energy levels will have fallen and your brain and body are crying out to be refuelled.

Getting the right energy and nutrients to the body and brain through breakfast cereals has numerous proven health benefits, from better digestion and easier weight management to keeping your heart healthy.

That's why we're continually improving our breakfast cereals to make sure they give you the healthiest possible start to your day:

- We've reduced sugar across many of our cereals since 2000
- A quarter of our cereals contain no added sugar at all
- We've reduced salt by 30% across our cereal range since 1998
- We removed hydrogenated fats across all cereals in 2005
- We now use whole grain in all our cereals.

We've made all these healthy improvements without compromising on taste.



Nestlé cereals typically provide **25%** of the recommended daily allowance (RDA) of vitamins and minerals.



Why are Nestlé breakfast cereals the right choice?

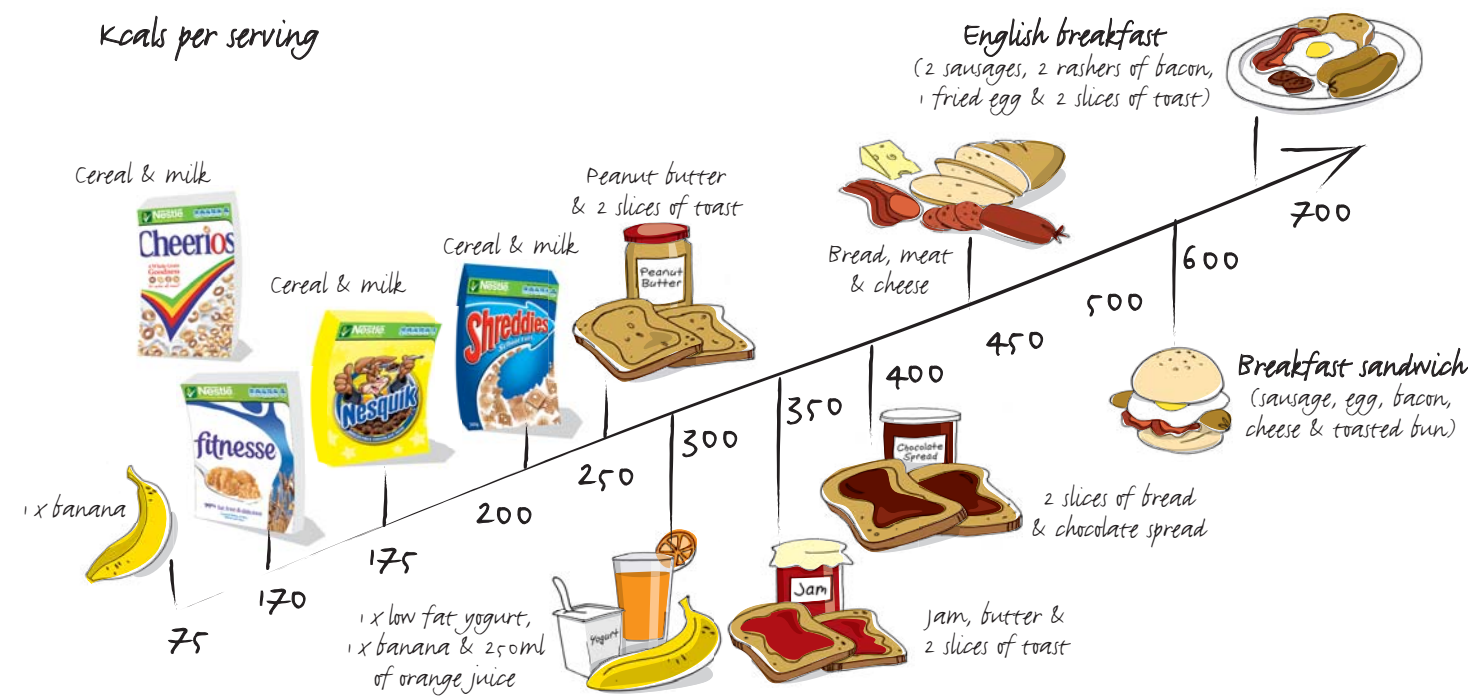
Our breakfast cereals are packed with nutrition. They're typically low in fat, especially saturated fat, and high in complex carbohydrates. Cereals such as Shredded Wheat, Shreddies, Cheerios and Fitnessse are also a great source of fibre and whole grain. Nestlé cereals also typically provide 25% of the recommended daily allowance (RDA) of vitamins and minerals.

Children who miss breakfast don't make up these vitamins and minerals later in the day. Studies consistently show that children who eat cereal frequently, even every other day, have a higher nutrient intake than children who skip breakfast. And that includes pre-sweetened cereals.

Is there a connection between eating breakfast and doing well at school or in the office?

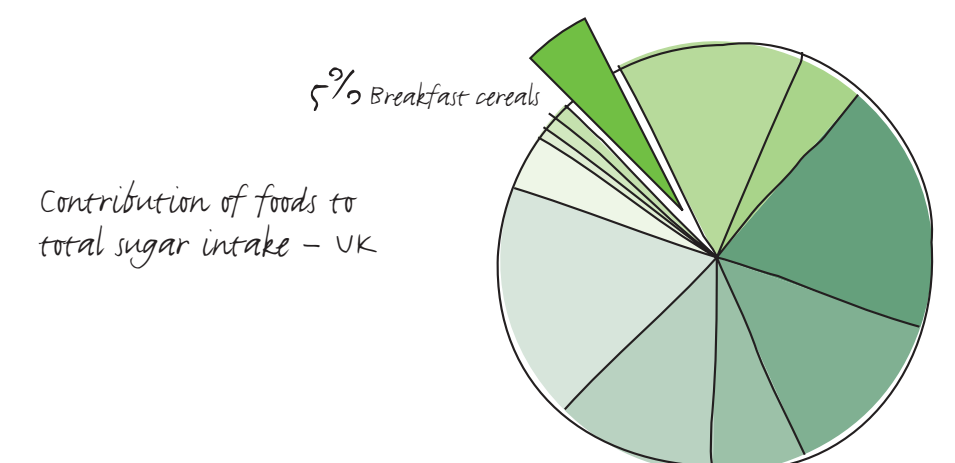
Yes. There have been many studies, including one on Shreddies and Cheerios, which have shown that people who eat breakfast do better in memory tests, problem solving and in school. Memory function appears to be linked to blood glucose levels and, whilst failure to eat breakfast does not affect intelligence test performance, it positively boosts memory tasks such as word recall.

So, give you and your family the best possible start to the day with a bowl of whole grain Nestlé breakfast cereal.



Should pre-sweetened breakfast cereals be avoided?

No. Sugar is added to our cereals to improve their taste and compared to other breakfast alternatives they provide less calories and sugar. In fact, a bowl of any Nestlé cereal with milk will give you less sugar than two slices of wholemeal toast, spread and jam. At Nestlé Cereals we've been reducing the amount of sugar in many of our products since 2000. By checking the simple and clear ingredient information on breakfast cereal packaging, you can easily see which cereals contain higher sugar levels and make your purchases accordingly.



- Breakfast cereals - 5%
- Other cereal products - 14%
- Milk & milk products - 5%
- Table sugar - 19%
- Preserves & confectionery - 13%
- Fruit juices - 7%
- Carbonated soft drinks - 12%
- Other drinks - 18%
- Miscellaneous* - 4%
- Meat & meat products - 1%
- Fish & fish products - 1%
- Fruit & nuts - 1%

* Includes powdered beverages (except tea and coffee), soups, sauces, condiments and artificial sweeteners (NDNS of British adults, 2004)

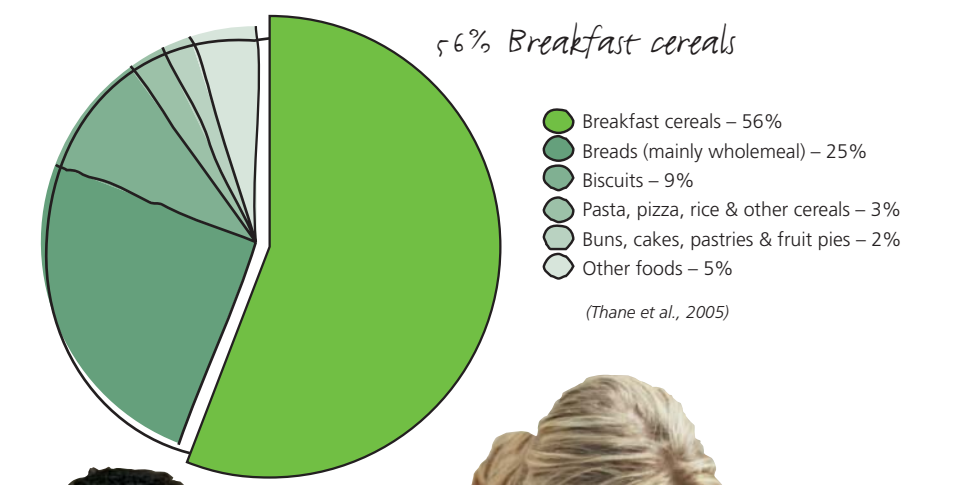
Did you know? A bowl of Shredded Wheat, Shreddies or Cheerios contains two portions of whole grain in every serving.

Why is whole grain so beneficial?

A healthy diet is built on a foundation of grain foods, especially whole grains. Whole grains contain the bran, germ and endosperm of the grain. Commonly eaten whole grains are wheat, rice, oats, barley and maize. Whole grain foods, such as whole grain breakfast cereals, contain a rich source of phytochemicals, antioxidants, complex carbohydrates, fibre, vitamins and minerals that work together as a great package.

- Eating more whole grain can:
- Improve your heart health
 - Maintain healthy blood sugar levels through the combination of nutrients
 - Make your digestive system healthier because they're full of fibre
 - Leave you feeling fuller for longer because they provide complex carbohydrates.

Sources of whole grain in the UK - children 4-18 years



How can labelling help?

Our research shows that you want easily accessible information to help guide your food choices. So, Nestlé Cereals have put Guideline Daily Amount (GDA) information on the front of our products to help you make quick, informed choices about which products best meet your dietary needs.

The packaging provides clear labelling that shows the amount of calories, sugar, fat, saturates and salt per serving with milk. The GDA information clearly points out the percentage of your daily amount of five key nutrients contained in a serving.

A 45g serving with 125ml semi-skimmed milk contains					
Calories	Sugar	Fat	Saturates	Salt	Whole Grain
218	12.8g	2.9g	1.3g	0.6g	41.9g
11%	14%	4%	7%	10%	87%
of an adult's Guideline Daily Amount.					



Did you know? Nestlé Fitnessse cereal is 99% fat free.

People who consume breakfast tend to have a lower intake of fat overall, and are less likely to snack throughout the day.

So, is there a connection between breakfast cereals and weight management?

Yes. Weight management is simple in theory. You'll maintain or lose weight if you burn off as many or more calories than you eat, and you'll gain weight if you eat more calories than you use.

There have been studies to show that people who consume breakfast have a lower intake of fat overall, and are less likely to snack through the day. Breakfast cereals are generally low in fat and high in complex carbohydrates and fibre, so they keep you feeling fuller for longer.

That's why we now use whole grain across all our cereals and cereal bars. Studies have shown that people who eat whole grain foods every day as part of a low fat diet and healthy lifestyle are less likely to gain weight over time.