

## 84 Children's Cereals Assessed Against Government and Industry Nutrition Guidelines

Legend:

✘ - Fails industry guidelines\*\*

✘ - Fails federal guidelines to take effect in 2016\*

✘ - Fails final federal sodium guideline to take effect in 2021 (but meets the guidelines to take effect in 2016)

✓ - Meets federal guidelines to take effect in 2016

✓✓ - Meets stricter federal guidelines to take effect in 2021 (stricter sodium limit)

Children's Cereal Products		Labeled Serving Size (grams)	First (Predominant) Ingredient <sup>1</sup>	Sugar (grams per serving) <sup>2</sup>	Sugar (percent by weight)	Sodium (milligrams per serving) <sup>3</sup>	Saturated Fat (grams per serving) <sup>4,5</sup>
<b>General Mills</b>							
1	Boo Berry	33	Whole Grain Corn	10 ✘	30.3	190 ✘	0
<b>Cheerios</b>							
2	Cheerios Original ✓	28	Whole Grain Oats	1	3.6	160 ✘	0
3	Apple Cinnamon Cheerios	30	Whole Grain Oats	10 ✘	33.3	115 ✘	0
4	Banana Nut Cheerios	28	Whole Grain Corn	9 ✘	32.1	160 ✘	0
5	Chocolate Cheerios	27	Whole Grain Corn	9 ✘	33.3	170 ✘	0
6	Cinnamon Burst Cheerios	33	Whole Grain Corn	9 ✘	27.3	130 ✘	0
7	Frosted Cheerios	28	Whole Grain Oats	9 ✘	32.1	170 ✘	0
8	Fruity Cheerios	27	Whole Grain Corn	9 ✘	33.3	135 ✘	0
9	Honey Nut Cheerios	28	Whole Grain Oats	9 ✘	32.1	160 ✘	0
10	Multi-Grain Cheerios ✓	29	Whole Grain Corn	6	20.7	120 ✘	0
11	Oat Cluster Cheerios Crunch	27	Whole Grain Oats	8 ✘	29.6	130 ✘	0
12	Yogurt Burst Cheerios Strawberry	30	Whole Grain Oats	9 ✘	30.0	170 ✘	0.5
<b>Chex</b>							
13	Chex Wheat	47	Whole Grain Wheat	5	10.6	270 ✘	0
14	Chocolate Chex	32	<b>Whole Grain Rice</b>	8	25.0	240 ✘	0
15	Cinnamon Chex	30	Whole Grain Rice	8 ✘	26.7	180 ✘	0
16	Corn Chex	31	Whole Grain Corn	3	9.7	240 ✘	0
17	Honey Nut Chex	32	Whole Grain Corn	9 ✘	28.1	200 ✘	0
18	Multi-Bran Chex	47	Whole Grain Corn	10	21.3	270 ✘	0
19	Rice Chex	27	Whole Grain Rice	2	7.4	240 ✘	0
20	Cinnamon Toast Crunch	31	Whole Grain Wheat	10 ✘	32.3	220 ✘	0.5
<b>Cocoa Puffs</b>							
21	Cocoa Puffs Original	27	Whole Grain Corn	10 ✘	37.0	150 ✘	0
22	Cocoa Puffs Brownie Crunch	27	Whole Grain Corn	9 ✘	33.3	130 ✘	0
23	Cocoa Puffs Combos Chocolate and Vanilla	27	Whole Grain Corn	10 ✘	37.0	160 ✘	0
<b>Cookie Crisp</b>							
24	Cookie Crisp Original	26	Whole Grain Corn	9 ✘	34.6	120 ✘	0
25	Sprinkle Cookie Crisp	27	Whole Grain Corn	9 ✘	33.3	120 ✘	0

Children's Cereal Products		Serving Size (grams)	First (Predominant) Ingredient <sup>1</sup>	Sugar (grams per serving) <sup>2</sup>	Sugar (percent by weight)	Sodium (milligrams per serving) <sup>3</sup>	Saturated Fat (grams per serving) <sup>4,5</sup>	
26	Count Chocula	27	Whole Grain Corn	10 ❌	37.0	160 ❌	0	
27	Dora the Explorer ✓	27	Whole Grain Corn	6	22.2	150 ❌	0	
28	Franken Berry	33	Whole Grain Corn	10 ❌	30.3	190 ❌	0	
29	Golden Grahams	31	Whole Grain Wheat	10 ❌	32.3	240 ❌	0	
30	Honey Nut Clusters	57	Whole Grain Wheat	14 ❌❌	24.6	290 ❌	0	
<b>Kix</b>								
31	Kix Original ✓	30	Whole Grain Corn	3	10.0	180 ❌	0	
32	Berry Berry Kix ✓	33	Whole Grain Corn	7	21.2	170 ❌	0	
33	Honey Kix ✓	33	Whole Grain Corn	6	18.2	190 ❌	0	
<b>Lucky Charms</b>								
34	Lucky Charms Original	27	Whole Grain Oats	10 ❌	37.0	170 ❌	0	
35	Chocolate Lucky Charms	28	Whole Grain Corn	10 ❌	35.7	160 ❌	0	
36	Reese's Puffs	29	Whole Grain Corn	10 ❌	34.5	160 ❌	0.5	
37	Trix	32	Whole Grain Corn	10 ❌	31.3	180 ❌	0	
<b>Wheaties</b>								
38	Wheaties Original ✓	27	Whole Grain Wheat	4	14.8	190 ❌	0	
39	Wheaties Fuel	55	Whole Grain Wheat	14 ❌❌	25.5	140	0	
<b>Kellogg's</b>								
40	Apple Jacks	28	Sugar ❌	12 ❌❌	42.9	130 ❌	0	
41	Corn Pops	32	Milled Corn ❌	10 ❌	31.3	125 ❌	0	
42	Disney-Pixar Cars 2	28	Whole Oat Flour	10 ❌	35.7	200 ❌	0	
43	Eggo Cereal Maple Syrup	31	Whole Wheat Flour	12 ❌❌	38.7	150 ❌	0.5	
<b>Froot Loops</b>								
44	Froot Loops Original	29	Sugar ❌	12 ❌❌	41.4	135 ❌	0.5	
45	Froot Loops Marshmallow	29	Sugar ❌	14 ❌❌	48.3	110 ❌	0	
<b>Frosted Flakes</b>								
46	Frosted Flakes Original	30	Milled Corn ❌	11 ❌❌	36.7	140 ❌	0	
47	Frosted Flakes Reduced Sugar	30	Milled Corn ❌	8 ❌	26.7	160 ❌	0	
48	Honey Smacks	27	Sugar ❌	15 ❌❌	55.6	50	0	
<b>Mini-Wheats</b>								
49	Mini-Wheats Unfrosted Bite-Size ✓✓	59	Whole Grain Wheat	1	1.7	10	0	
50	Frosted Mini-Wheats Big Bite ✓✓	51	Whole Grain Wheat	10	19.6	5	0	
51	Frosted Mini-Wheats Bite-Size ✓✓	59	Whole Grain Wheat	12	20.3	5	0	
52	Frosted Mini-Wheats Little Bites Original ✓✓	55	Whole Grain Wheat	12	21.8	0	0	
53	Frosted Mini-Wheats Blueberry Muffin ✓✓	52	Whole Grain Wheat	12	23.1	0	0	
54	Frosted Mini-Wheats Cinnamon Streusel ✓✓	52	Whole Grain Wheat	12	23.1	0	0	
55	Frosted Mini-Wheats Little Bites Chocolate ✓	55	Whole Grain Wheat	12	21.8	200 ❌	1	

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56	Frosted Mini-Wheats Maple & Brown Sugar	52	Whole Grain Wheat	13 <b>XX</b>	25.0	0	0	
57	Frosted Mini-Wheats Strawberry Delight <b>✓✓</b>	52	Whole Grain Wheat	12	23.1	0	0	
58	Frosted Mini-Wheats Touch of Fruit in the Middle Mixed Berry <b>✓✓</b>	55	Whole Grain Wheat	10	18.2	10	0	
<b>Rice Krispies</b>								
59	Rice Krispies Original	33	Rice <b>X</b>	4	12.1	190 <b>X</b>	0	
60	Cocoa Krispies	39	Rice <b>X</b>	15 <b>XX</b>	38.5	170 <b>X</b>	1 <b>X</b>	
61	Frosted Krispies	30	Rice <b>X</b>	12 <b>XX</b>	40.0	110 <b>X</b>	0	
62	Rice Krispies Gluten Free <b>✓</b>	30	Whole Grain Brown Rice	1	3.3	170 <b>X</b>	0	
63	Rice Krispies Treats	30	Rice <b>X</b>	9 <b>X</b>	30.0	170 <b>X</b>	0	
64	Smorz	30	Corn Flour <b>X</b>	13 <b>XX</b>	43.3	135 <b>X</b>	0.5	
<b>Post</b>								
65	Alpha-Bits	28	Whole Grain Oat Flour	10 <b>X</b>	35.7	180 <b>X</b>	0	
66	Golden Crisp	27	Sugar <b>X</b>	14 <b>XX</b>	51.9	25	0	
<b>Honeycomb</b>								
67	Honeycomb Original	32	Corn Flour <b>X</b>	10 <b>X</b>	31.3	180 <b>X</b>	0	
68	Honeycomb Cinnagraham	32	Whole Grain Corn Flour	10 <b>X</b>	31.3	190 <b>X</b>	0.5	
<b>Pebbles</b>								
69	Cocoa Pebbles	30	Rice <b>X</b>	11 <b>XX</b>	36.7	190 <b>X</b>	1 <b>X</b>	
70	Fruity Pebbles	30	Rice <b>X</b>	11 <b>XX</b>	36.7	190 <b>X</b>	1 <b>X</b>	
71	Marshmallow Pebbles	27	Rice <b>X</b>	10 <b>X</b>	37.0	180 <b>X</b>	0.5	
72	Pebbles Boulders	27	Whole Grain Corn Flour	8 <b>X</b>	29.6	75	0	
73	Waffle Crisp	30	Sugar <b>X</b>	12 <b>XX</b>	40.0	115 <b>X</b>	0	
<b>Quaker Oats</b>								
<b>Cap'n Crunch</b>								
74	Cap'n Crunch Original	27	Corn Flour <b>X</b>	12 <b>XX</b>	44.4	200 <b>X</b>	1 <b>X</b>	
75	Cap'n Crunch's Chocolatey Crunch	27	Corn Flour <b>X</b>	11 <b>XX</b>	40.7	125 <b>X</b>	0.5	
76	Cap'n Crunch's Crunch Berries	26	Corn Flour <b>X</b>	11 <b>XX</b>	42.3	190 <b>X</b>	1 <b>X</b>	
77	Cap'n Crunch's OOPS! All Berries	32	Corn Flour <b>X</b>	15 <b>XX</b>	46.9	210 <b>X</b>	0.5	
78	Cap'n Crunch's Peanut Butter Crunch	27	Corn Flour <b>X</b>	9 <b>X</b>	33.3	200 <b>X</b>	1 <b>X</b>	
79	Crunchy Corn Bran	27	Corn Flour <b>X</b>	6	22.2	240 <b>X</b>	0.5	
80	King Vitamin	31	Corn Flour <b>X</b>	6	19.4	260 <b>X</b>	0.5	
<b>Life</b>								
81	Life Original <b>✓</b>	32	Whole Grain Oat Flour	6	18.8	160 <b>X</b>	0	
82	Life Cinnamon <b>✓</b>	32	Whole Grain Oat Flour	8	25.0	150 <b>X</b>	0	
83	Life Maple & Brown Sugar <b>✓</b>	32	Whole Grain Oat Flour	8	25.0	150 <b>X</b>	0	
84	Oh!s	27	Corn Flour <b>X</b>	12 <b>XX</b>	44.4	170 <b>X</b>	1.5 <b>X</b>	

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## Table footnotes

\* Interagency Working Group on Food Marketed to Children (IWG 2011), proposed limits for sugar, sodium (interim guideline), saturated and trans fat, and whole grains.

\*\* Industry guidelines: Better Business Bureau's Children's Food and Beverage Advertising Initiative (CFBAI 2011a).

<sup>1</sup> Under proposed voluntary federal guidelines (IWG 2011), cereals should contain at least 50 percent whole grains by weight. Industry guidelines (CFBAI 2011a) recommend at least 50 percent whole grains by weight or 10 percent Daily Value or more of any essential nutrient, such as calcium, fiber, potassium, iron, vitamin D, vitamin A, or vitamin C.

<sup>2</sup> Proposed voluntary federal guidelines (IWG 2011) allow up to 13 grams of sugar per 50 grams for light cereals and per 55 grams for dense cereals. Industry guidelines (CFBAI 2011a) allow up to 10 and 12 grams of sugar per labeled serving size, in light and dense cereals, respectively.

<sup>3</sup> Interim federal guideline for sodium, effective in 2016, (IWG 2011) allows up to 210 milligrams per labeled serving size. Final guidelines, scheduled to take effect in 2021, allow up to 140 milligrams per 50 grams for light cereals and per 55 grams for dense cereals. Industry guidelines (CFBAI 2011a) allow up to 290 and 360 milligrams of sodium per labeled serving size, in light and dense cereals, respectively.

<sup>4</sup> Federal guideline for saturated fat (IWG 2011) allows no more than 1 gram per 50 for light cereals and per 55 grams for dense cereals. Industry guidelines (CFBAI 2011a) allow either 1.5 and 2 grams per labeled serving size, in light and dense cereals, respectively.

<sup>5</sup> Proposed federal guidelines (IWG 2011) propose limits for trans-fat content, but none of the cereals assessed by EWG contain trans-fat.