

BREAKFAST BREAKDOWN

July 2006

Which?'s 'Cereal Reoffenders' report compares the fat, sugar and salt content of 275 of the most popular breakfast cereals. We have highlighted the best and worst options from 12 different categories of cereals, as well as those specifically targeted at children, and concluded that many of them don't deserve their healthy image. We therefore want cereal manufacturers to take a more responsible approach in the way that they label, market and develop their cereals.

This 'Breakfast Breakdown' gives more information about the 275 cereals, including how much fat, saturated fat, sugar and salt they contain and whether these levels are high, medium or low based on the Food Standards Agency's proposed criteria for its multiple traffic light labelling scheme.

For a copy of Which?'s 'Cereal Re-offenders' report go to www.which.co.uk/cereals



for all consumers

'Crunch' cereals

Product	What's in a portion? ¹	Nutrition information								Is hydrogenated vegetable oil listed as an ingredient?
		Sugars		Fat		Saturates		Salt		
		per 100g	per portion	per 100g	per portion	per 100g	per portion	per 100g	per portion	
Chocolate flavour										
Kelloggs Crunchy Nut Clusters	40g cereal,	31.00	12.40	18.00	7.20	6.00	2.40	0.90	0.36	No
Milk Chocolate Curls	125ml milk									
Sainsbury's Triple Chocolate Crisp Cereal	60g cereal,	27.30	16.38	18.30	10.98	6.10	3.66	<0.10	<0.06	No
	100ml milk									
Fruit										
Asda Passion Fruit Crisp	50g cereal,	17.00	8.50	18.00	9.00	8.00	4.00	0.30	0.15	No
	125ml milk									
Asda Strawberry Crisp	60g cereal,	24.00	14.40	17.00	10.20	3.80	2.28	0.50	0.30	No
	125ml milk									
Jordans Country Crisp Raspberries	50g cereal	27.10	13.60	18.80	9.40	5.50	2.80	0.60	0.30	No
Jordans Country Crisp Real Strawberries	50g cereal	27.40	13.70	18.80	9.40	5.50	2.80	0.60	0.30	No
Jordans Country Crisp Wild About Berries	50g cereal	27.10	13.60	18.80	9.40	5.50	2.80	0.60	0.30	No
Mornflake Strawberry Crisp	50g cereal	26.60	13.30	14.90	7.40	4.70	2.30	0.75	0.38	No
Quaker Oat Granola	50g cereal	26.00	13.00	8.80	4.40	2.80	1.40	Trace	Trace	No
Sainsbury's Yoghurty & Raspberry Crisp Cereal	60g cereal,	28.20	16.92	16.40	9.84	5.30	3.18	<0.10	<0.06	Yes
	100ml milk									
Fruit and nut										
Asda Raisin, Honey and Almond Crunch	60g cereal,	25.00	15.00	18.00	10.80	6.00	3.60	Trace	Trace	No
	125ml milk									
Jordans Crunchy Cereal With Raisins & Almonds	50g cereal	28.60	14.30	13.00	6.50	2.40	1.20	Trace	Trace	No
Kelloggs Crunchy Nut Clusters Summer Berries	40g cereal,	28.00	11.20	15.00	6.00	4.50	1.80	1.00	0.40	No
	125ml milk									
Sainsbury's Cranberry, Apricot and Almond Crisp Cereal	60g cereal,	25.40	15.24	15.70	9.42	3.30	1.98	<0.10	<0.06	No
	100ml milk									
Sainsbury's Crunchy Oat Cereal	50g cereal,	25.40	12.70	20.30	10.15	8.50	4.25	0.20	0.10	No
	125ml milk									
Tesco Crunchy Oat Cereal With Raisins, Almonds and Honey	50g cereal,	28.90	14.45	12.60	6.30	2.40	1.20	Trace	Trace	No
	125ml milk									
Nut										
Jordans Country Crisp Four Nut Combo	50g cereal	24.80	12.40	28.50	14.30	6.60	3.30	0.60	0.30	No
Nestle Clusters	30g cereal,	23.50	7.05	5.80	1.74	1.60	0.48	1.30	0.39	No
	125ml milk									

Product	What's in a portion? ¹	Nutrition information								Is hydrogenated vegetable oil listed as an ingredient?
		Sugars		Fat		Saturates		Salt		
		per 100g	per portion	per 100g	per portion	per 100g	per portion	per 100g	per portion	
Nut and honey or maple										
Jordans Country Crisp Honey Clusters	50g cereal, 100ml milk	23.70	11.85	14.40	7.20	3.30	1.65	0.43	0.22	No
Kelloggs Crunchy Nut Clusters Honey & Nut	40g cereal, 125ml milk	25.00	10.00	15.00	6.00	4.00	1.60	1.00	0.40	No
Kelloggs Crunchy Nut Nutty	40g cereal, 125ml milk	33.00	13.20	10.00	4.00	2.00	0.80	1.00	0.40	No
Mornflake Pecan & Maple Crisp	50g cereal	24.90	12.50	17.10	8.50	6.00	3.00	Trace	Trace	No
Sainsbury's Pecan & Maple Crisp Cereal	60g cereal, 100ml milk	23.60	14.16	19.50	11.70	4.00	2.40	<0.1	<0.06	No
Tropical fruit										
Asda Hawaiian Crunch	50g cereal, 125ml milk	24.00	12.00	17.00	8.50	9.00	4.50	0.05	0.03	No
Sainsbury's Tropical Crunchy Oat Cereal	50g cereal, 125ml milk	27.30	13.65	14.20	7.10	5.00	2.50	<0.10	<0.05	No
Tesco Crunchy Oat Cereal with Tropical Fruits	50g cereal, 125ml milk	26.30	13.15	13.80	6.90	2.30	1.15	Trace	Trace	No

¹All milk is semi-skimmed

- Where appropriate, per portion figures have been calculated to exclude any contribution from milk:
(nutrient per 100g as labelled/100) x portion size
- For salt, figures are calculated where no label value is given and/or to exclude any contribution from milk:
Salt = sodium labelled x 2.5
- All calculated figures are given to 2 decimal places; other figures are given as they appear on the label

COLOUR CODING

In March this year, the FSA agreed the principles for a new front-of-pack labelling scheme. The new scheme is based on a traffic light system, using red, amber and green symbols to show whether levels of sugar, fat, saturated fat and salt per 100g are high, medium or low. Our colour coding in these tables is based on this system, and therefore only the amounts per 100g are coloured.

HIGH	<div></div>
MEDIUM	<div></div>
LOW	<div></div>

Cereal flakes

Product	What's in a portion? ¹	Nutrition information								Is hydrogenated vegetable oil listed as an ingredient?
		Sugars		Fat		Saturates		Salt		
		per 100g	per portion	per 100g	per portion	per 100g	per portion	per 100g	per portion	
Bran flakes - plain										
Asda Bran Flakes	30g cereal, 125ml milk	17.00	5.10	1.90	0.57	0.40	0.12	1.43	0.43	No
Asda Smart Price Bran Flakes	30g cereal, 125ml milk	17.00	5.10	2.10	0.63	0.30	0.09	1.38	0.41	No
Kelloggs All-Bran Bran Flakes	30g cereal, 125ml milk	22.00	6.60	2.00	0.60	0.30	0.09	2.00	0.60	No
Morrisons Bran Flakes	30g cereal	18.90	5.70	3.20	1.00	0.80	0.20	1.40	0.40	No
Nestle Force	30g cereal, 125ml milk	7.20	2.16	1.90	0.57	0.50	0.15	1.70	0.51	No
Sainsbury's Be Good To Yourself Wheat Flakes With Added Oat Bran	30g cereal, 125ml milk	16.60	4.98	2.40	0.72	0.70	0.21	0.80	0.24	No
Sainsbury's Oat And Bran Flakes	30g cereal, 125ml milk	13.50	4.05	5.70	1.71	1.00	0.30	2.40	0.72	No
Sainsbury's Wholegrain Bran Flakes	30g cereal, 125ml milk	17.20	5.16	2.40	0.72	0.50	0.15	1.60	0.48	No
Tesco Healthy Living Bran Flakes	30g cereal, 125ml milk	17.20	5.16	2.40	0.72	0.50	0.15	1.50	0.45	No
Tesco Healthy Living Wheat Flakes	30g cereal, 125ml milk	16.60	4.98	2.40	0.72	0.70	0.21	0.75	0.23	No
Tesco Value Bran Flakes	30g cereal, 125ml milk	17.10	5.13	2.40	0.72	0.50	0.15	1.50	0.45	No
Bran flakes - sweetened										
Asda Honey Nut Bran Flakes	40g cereal, 125ml milk	32.00	12.80	4.40	1.76	0.80	0.32	1.25	0.50	No
Kelloggs All-Bran Bran Flakes Yoghurty	30g cereal, 125ml milk	26.00	7.80	5.00	1.50	2.00	0.60	1.80	0.54	No
Morrisons Honey Nut Bran Flakes	40g cereal	32.00	12.80	4.40	1.80	0.80	0.30	1.25	0.50	No
Sainsbury's Honey Nut Bran Flakes	40g cereal, 125ml milk	32.00	12.80	4.40	1.76	0.80	0.32	1.30	0.52	No
Tesco Honey & Nut Bran Flakes	40g cereal, 125ml milk	32.00	12.80	4.40	1.76	0.80	0.32	1.25	0.50	No
Chocolate flavour flakes										
Asda Choco Flakes	30g cereal, 125ml milk	37.00	11.10	0.70	0.21	0.30	0.09	1.75	0.53	No
Morrisons Choco Flakes	30g cereal	36.80	11.00	0.70	0.20	0.40	0.10	1.50	0.50	No
Sainsbury's Choco Flakes	30g cereal, 125ml milk	36.80	11.04	0.70	0.21	0.40	0.12	1.50	0.45	No




Product	What's in a portion? ¹	Nutrition information								Is hydrogenated vegetable oil listed as an ingredient?
		Sugars		Fat		Saturates		Salt		
		per 100g	per portion	per 100g	per portion	per 100g	per portion	per 100g	per portion	
Cornflakes										
Asda Cornflakes	30g cereal, 125ml milk	9.00	2.70	1.20	0.36	0.40	0.12	1.58	0.47	No
Kelloggs Cornflakes	30g cereal, 125ml milk	8.00	2.40	0.90	0.27	0.20	0.06	1.75	0.53	No
Morrisons Bettabuy Cornflakes	30g cereal	5.70	1.70	1.20	0.40	0.20	0.10	2.00	0.60	No
Morrisons Corn Flakes	30g cereal	9.00	2.70	0.70	0.20	0.30	0.10	2.30	0.80	No
Sainsbury's Basics Cornflakes	30g cereal, 125ml milk	8.10	2.43	1.50	0.45	0.20	0.06	1.40	0.42	No
Sainsbury's Corn Flakes	30g cereal, 125ml milk	8.90	2.67	1.20	0.36	0.40	0.12	1.60	0.48	No
Tesco Corn flakes	30g cereal, 125ml milk	8.90	2.67	1.20	0.36	0.40	0.12	1.50	0.45	No
Tesco Value Corn Flakes	30g cereal, 125ml milk	5.70	1.71	1.20	0.36	0.20	0.06	2.00	0.60	No
Frosted flakes										
Asda Frosted Flakes	30g cereal, 125ml milk	38.00	11.40	0.50	0.15	0.30	0.09	1.50	0.45	No
Asda Smart Price Frosted Flakes	30g cereal, 125ml milk	28.00	8.40	1.10	0.33	0.20	0.06	1.10	0.33	No
Kelloggs Frosties	30g cereal, 125ml milk	37.00	11.10	0.60	0.18	0.10	0.03	1.15	0.35	No
Kelloggs Reduced Sugar Frosties	30g cereal, 125ml milk	25.00	7.50	0.60	0.18	0.10	0.03	1.40	0.42	No
Morrisons Frosted Flakes	30g cereal	38.10	11.40	0.50	0.20	0.30	0.10	1.50	0.45	No
Sainsbury's Frosted Flakes	30g cereal, 125ml milk	38.10	11.43	0.50	0.15	0.30	0.09	1.50	0.45	No
Sainsbury's Reduced Sugar Frosted Flakes	30g cereal, 125ml milk	25.00	7.50	1.00	0.30	0.40	0.12	1.20	0.36	No
Tesco Frosted Flakes	30g cereal, 125ml milk	38.10	11.43	0.50	0.15	0.30	0.09	1.50	0.45	No
Tesco Reduced Sugar Frosted Flakes	30g cereal, 125ml milk	25.00	7.50	1.00	0.30	0.40	0.12	1.25	0.38	No
Tesco Value Frosted Flakes	30g cereal, 125ml milk	27.00	8.10	0.70	0.21	0.10	0.03	1.50	0.45	No

Product	What's in a portion? ¹	Nutrition information								Is hydrogenated vegetable oil listed as an ingredient?
		Sugars		Fat		Saturates		Salt		
		per 100g	per portion	per 100g	per portion	per 100g	per portion	per 100g	per portion	
Fruit and fibre flakes										
Asda Fruit And Fibre	30g cereal, 125ml milk	27.00	8.10	7.00	2.10	3.60	1.08	0.73	0.22	No
Asda Smart Price Fruit And Fibre	40g cereal, 125ml milk	30.00	12.00	7.00	2.80	4.10	1.64	1.00	0.40	Yes
Kelloggs Fruit 'n' Fibre	40g cereal, 125ml milk	25.00	10.00	6.00	2.40	3.50	1.40	1.50	0.60	No
Morrisons Fruit & Fibre	30g cereal	25.90	7.80	7.20	2.20	4.20	1.30	0.80	0.40	No
Sainsbury's Wholegrain Fruit And Fibre	30g cereal, 125ml milk	26.40	7.92	6.00	1.80	3.50	1.05	1.20	0.36	No
Tesco Fruit & Fibre	30g cereal, 125ml milk	26.50	7.95	6.60	1.98	3.60	1.08	0.75	0.23	No
Tesco Value Fruit & Fibre	40g cereal, 125ml milk	29.00	11.60	6.30	2.52	4.10	1.64	1.00	0.40	No
Fruit and nut cornflakes										
Asda Fruity Nut Cornflakes	30g cereal, 125ml milk	30.00	9.00	3.40	1.02	0.70	0.21	1.48	0.44	No
Sainsbury's Honey Nut And Cranberries	40g cereal, 125ml milk	35.80	14.32	9.90	3.96	3.70	1.48	1.30	0.52	No
Tesco Honey Nut Corn Flakes With Cranberries	40g cereal, 125ml milk	35.80	14.32	9.90	3.96	3.70	1.48	1.25	0.50	No
Honey and nut cornflakes										
Asda Crispy Nut Corn Flakes	30g cereal, 125ml milk	34.00	10.20	4.20	1.26	0.90	0.27	1.63	0.49	No
Kelloggs Crunchy Nut Cornflakes	30g cereal, 125ml milk	35.00	10.50	4.00	1.20	0.90	0.27	1.15	0.35	No
Morrisons Honey Nut Cornflakes	30g cereal	33.60	10.10	4.50	1.40	0.90	0.30	1.60	0.50	No
Sainsbury's Honey Nut Cornflakes	30g cereal, 125ml milk	33.40	10.02	4.20	1.26	0.90	0.27	1.80	0.54	No
Tesco Honey Nut Corn Flakes	30g cereal, 125ml milk	33.60	10.08	4.20	1.26	0.90	0.27	1.63	0.49	No
'Just Right' type cereals										
Kelloggs Just Right	40g cereal, 125ml milk	22.00	8.80	2.50	1.00	0.60	0.24	1.15	0.46	No
Morrisons Right Balance	50g cereal	14.80	7.40	2.20	1.10	0.40	0.20	1.75	0.88	No
Sainsbury's Be Good To Yourself Precise	40g cereal, 125ml milk	28.80	11.52	2.90	1.16	0.60	0.24	1.30	0.52	Yes

Product	What's in a portion? ¹	Nutrition information								Is hydrogenated vegetable oil listed as an ingredient?
		Sugars		Fat		Saturates		Salt		
		per 100g	per portion	per 100g	per portion	per 100g	per portion	per 100g	per portion	
'Special K' and fruit type cereals										
Asda Good For You Apple, Blackberry And Raspberry Flakes	30g cereal, 100ml milk	8.00	2.40	1.80	0.54	0.40	0.12	0.75	0.23	No
Asda Vitality With Red Fruit	30g cereal, 125ml milk	19.00	5.70	1.60	0.48	0.30	0.09	1.50	0.45	No
Asda Vitality With Tropical Fruit	30g cereal, 125ml milk	28.00	8.40	5.00	1.50	4.10	1.23	0.98	0.29	No
Kelloggs Special K Medley	40g cereal, 125ml milk	24.00	9.60	2.50	1.00	0.30	0.12	1.00	0.40	No
Kelloggs Special K Peach and Apricot	30g cereal, 125ml milk	24.00	7.20	1.00	0.30	0.30	0.09	1.90	0.57	No
Kelloggs Special K Purple Berries	30g cereal, 125ml milk	24.00	7.20	1.00	0.30	0.20	0.06	1.90	0.57	No
Kelloggs Special K Red Berries	30g cereal, 125ml milk	23.00	6.90	1.00	0.30	0.30	0.09	1.90	0.57	No
Nestle Fitnesse And Fruits	30g cereal, 125ml milk	18.40	5.52	1.20	0.36	0.30	0.09	1.30	0.39	No
Sainsbury's Be Good To Yourself Balance With Red Fruit	30g cereal, 125ml milk	19.90	5.97	1.50	0.45	0.30	0.09	1.40	0.42	No
Weetabix Weetaflakes with Raisin, Cranberry & Apple	40g cereal	30.70	12.30	1.20	0.50	0.40	0.20	0.68	0.27	No
'Special K' plain type cereals										
Asda Vitality	30g cereal, 125ml milk	16.00	4.80	1.30	0.39	0.20	0.06	1.55	0.48	No
Kelloggs Special K	30g cereal, 125ml milk	17.00	5.10	1.00	0.30	0.30	0.09	2.15	0.65	No
Morrisons Trim Flakes with Red Fruits	30g cereal	17.70	5.30	2.00	0.60	0.40	0.10	1.50	0.40	No
Morrisons Trim Flakes with apricots and peaches.	30g cereal	17.70	5.30	2.00	0.60	0.40	0.10	1.50	0.40	No
Nestle Fitnesse	30g cereal, 125ml milk	16.80	5.04	1.00	0.30	0.30	0.09	1.30	0.39	No
Sainsbury's Be Good To Yourself Balance	30g cereal, 125ml milk	15.70	4.71	1.30	0.39	0.20	0.06	1.50	0.45	No
Weetabix Weetaflakes	30g cereal	12.40	3.70	1.40	0.40	0.40	0.10	1.00	0.30	No
'Sultana or raisin' bran type cereals										
Asda Raisin Bran	40g cereal, 125ml milk	39.00	15.60	1.70	0.68	0.40	0.16	0.88	0.35	No
Asda Sultana Bran	30g cereal, 125ml milk	24.00	7.20	1.60	0.48	0.30	0.09	1.18	0.35	No
Kelloggs All-Bran Sultana Bran	40g cereal, 125ml milk	33.00	13.20	2.00	0.80	0.40	0.16	1.75	0.70	No
Morrisons Sultana Bran	30g cereal	29.20	8.80	3.00	0.90	0.50	0.20	1.20	0.40	No
Tesco Healthyliving Sultana Bran	30g cereal, 125ml milk	31.70	9.51	2.10	0.63	0.40	0.12	1.00	0.30	No
Sainsbury's Sultana Bran	30g cereal, 125ml milk	32.20	9.66	1.90	0.57	0.40	0.12	1.25	0.38	No

¹All milk is semi-skimmed

- 1) Where appropriate, per portion figures have been calculated to exclude any contribution from milk:
(nutrient per 100g as labelled/100) x portion size
- 2) For salt, figures are calculated where no label value is given and/or to exclude any contribution from milk:
Salt = sodium labelled x 2.5
- 3) All calculated figures are given to 2 decimal places; other figures are given as they appear on the label




HIGH	
MEDIUM	
LOW	

High fibre bran cereals

Product	What's in a portion? ¹	Nutrition information								Is hydrogenated vegetable oil listed as an ingredient?
		Sugars		Fat		Saturates		Salt		
		per 100g	per portion	per 100g	per portion	per 100g	per portion	per 100g	g/portion	
Asda High Bran	40g cereal, 125ml milk	16.00	6.40	3.50	1.40	0.70	0.28	1.65	0.66	No
Kelloggs All-Bran Original	40g cereal, 125ml milk	17.00	6.80	3.00	1.20	0.60	0.24	2.25	0.90	No
Morrisons High Fibre Bran	40g cereal	16.20	6.50	3.50	1.40	0.70	0.30	1.70	0.70	No
Nestle Fibre 1	40g cereal, 125ml milk	13.80	5.52	2.80	1.12	0.50	0.20	0.80	0.32	No
Sainsbury's High Fibre Bran	40g cereal, 125ml milk	16.20	6.48	3.50	1.40	0.70	0.28	1.70	0.68	No
Tesco Hi-Fibre Bran	30g cereal, 125ml milk	16.20	4.86	3.50	1.05	0.70	0.21	1.75	0.53	No

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(nutrient per 100g as labelled/100) x portion size
- For salt, figures are calculated where no label value is given and/or to exclude any contribution from milk:
Salt = sodium labelled x 2.5
- All calculated figures are given to 2 decimal places; other figures are given as they appear on the label




HIGH	
MEDIUM	
LOW	

Hoops

Product	What's in a portion? ¹	Nutrition information								Is hydrogenated vegetable oil listed as an ingredient?
		Sugars		Fat		Saturates		Salt		
		per 100g	per portion	per 100g	per portion	per 100g	per portion	per 100g	per portion	
Chocolate flavour										
Asda Choco Hoops	30g cereal, 125ml milk	37.00	11.10	4.50	1.35	1.00	0.30	0.45	0.14	No
Sainsbury's Choco Hooplas	30g cereal, 125ml milk	32.30	9.69	4.50	1.35	1.00	0.30	0.50	0.15	No
Weetabix Weetos Chocolate Flavour	30g cereal	23.50	7.10	4.90	1.50	1.00	0.30	0.68	0.20	No
Honey flavour										
Asda Honey Hoops	30g cereal, 125ml milk	32.00	9.60	3.20	0.96	0.60	0.18	1.25*	0.38	No
Kelloggs Honey Loops	30g cereal, 125ml milk	34.00	10.20	3.00	0.90	0.50	0.15	1.35	0.41	No
Morrisons Honey Hoops	30g cereal	31.60	9.40	3.20	1.00	0.60	0.20	1.40	0.40	No
Nestle Honey Nut Cheerios	30g cereal, 125ml milk	35.40	10.62	3.70	1.11	0.90	0.27	1.10	0.33	No
Sainsbury's Hooplas	30g cereal, 125ml milk	21.50	6.45	3.80	1.14	0.60	0.18	1.50	0.45	No
Weetabix Weetos Honey	30g cereal	19.70	5.90	1.10	0.30	0.20	0.10	0.50*	0.15	No
Plain										
Asda Multigrain Hoops	30g cereal, 125ml milk	22.00	6.60	3.80	1.14	0.60	0.18	1.48	0.44	No
Nestle Cheerios	30g cereal, 125ml milk	21.60	6.48	3.90	1.17	1.10	0.33	1.20	0.36	No
Quaker Oat Hoops	40g cereal	16.60	6.80	5.40	2.00	1.00	0.50	0.75	0.25	No
Tesco Multigrain hoops	30g cereal, 125ml milk	21.50	6.45	3.80	1.14	0.60	0.18	1.50	0.45	No

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- For salt, figures are calculated where no label value is given and/or to exclude any contribution from milk:
Salt = sodium labelled x 2.5
- All calculated figures are given to 2 decimal places; other figures are given as they appear on the label




HIGH	
MEDIUM	
LOW	

Malted wheat cereals

Product	What's in a portion? ¹	Nutrition information								Is hydrogenated vegetable oil listed as an ingredient?
		Sugars		Fat		Saturates		Salt		
		per 100g	per portion	per 100g	per portion	per 100g	per portion	per 100g	per portion	
Plain										
Asda Malted Wheaties	30g cereal, 125ml milk	15.00	4.50	1.90	0.57	0.30	0.09	1.00	0.30	No
Morrisons Malties	30g cereal	15.40	1.80	2.90	4.60	0.50	0.90	1.20	0.40	No
Nestle Shreddies	45g cereal, 125ml milk	15.50	6.98	1.90	0.86	0.40	0.18	1.00	0.45	No
Sainsbury's Malties	30g cereal, 125ml milk	14.70	4.41	1.90	0.57	0.30	0.09	1.10	0.33	No
Tesco Malt Wheats	45g cereal, 125ml milk	14.70	6.62	1.90	0.86	0.30	0.14	1.25	0.56	No
Sugared or flavoured										
Nestle Cocoa Shreddies	45g cereal, 125ml milk	29.40	13.23	1.90	0.86	0.80	0.36	0.90	0.41	No
Nestle Frosted Shreddies	45g cereal, 125ml milk	29.00	13.05	1.40	0.63	0.40	0.18	0.80	0.36	No

¹All milk is semi-skimmed

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(nutrient per 100g as labelled/100) x portion size
- For salt, figures are calculated where no label value is given and/or to exclude any contribution from milk:
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HIGH	
MEDIUM	
LOW	




Muesli

Product	What's in a portion? ¹	Nutrition information								Is hydrogenated vegetable oil listed as an ingredient?	
		Sugars		Fat		Saturates		Salt			
		per 100g	per portion	per 100g	per portion	per 100g	per portion	per 100g	per portion		
Fruit muesli											
Asda 55% Fruit Muesli	50g cereal, 125ml milk	36.00	18.00	2.40	1.20	0.70	0.35	Trace	Trace	No	
Asda Good For You Fruit Muesli	50g cereal, 100ml milk	26.00	13.00	1.80	0.90	0.40	0.20	Trace	Trace	Yes	
Jordans Special Fruit Muesli	50g cereal	33.50	16.80	2.70	1.40	0.50	0.30	Trace	Trace	No	
Sainsbury's Fruit Muesli	50g cereal, 100ml milk	35.70	17.85	3.70	1.85	1.20	0.60	0.10	0.05	No	
Tesco Fruit Muesli	50g cereal, 125ml milk	28.80	14.40	4.80	2.40	1.90	0.95	Trace	Trace	No	
Fruit and nut muesli											
Asda 55% Fruit and Nut Muesli	50g cereal, 125ml milk	24.00	12.00	14.00	7.00	5.00	2.50	Trace	Trace	No	
Morrisons Fruit & Nut Muesli	40g cereal	29.70	17.80	8.50	5.50	2.60	2.40	0.10	0.10	No	
Sainsbury's 12 Fruit and Nut Muesli	50g cereal, 100ml milk	30.10	15.05	4.70	2.35	1.10	0.55	<0.10	<0.05	No	
Sainsbury's Fruit and Nut Muesli	50g cereal, 100ml milk	18.60	9.30	12.40	6.20	2.60	1.30	0.30	0.15	No	
Tesco Fruit & Nut Muesli	50g cereal, 125ml milk	27.30	13.65	11.90	5.95	4.50	2.25	0.00	0.00	Yes	
Weetabix Alpen Original Raisins, Roasted Hazelnuts & Almonds	40g cereal	21.80	8.70	5.80	2.30	0.70	0.30	0.38	0.15	No	
Weetabix Alpen Raisins, Roasted Hazelnuts & Almonds No Added Sugar	40g cereal	15.90	6.30	5.90	2.40	0.70	0.30	0.43	0.17	No	
Weetabix Alpen Sultanas, Dates, Apricots, Pistachios & Hazelnuts	40g cereal	22.60	9.00	5.70	2.30	1.00	0.40	0.38	0.15	No	
Muesli											
Jordans Natural Muesli	50g cereal	15.40	7.70	4.60	2.30	0.80	0.40	Trace	Trace	No	
Kelloggs Kashi Muesli Seven Grains	40g cereal, 125ml milk	23.00	9.20	11.00	4.40	2.50	1.00	Trace	Trace	No	
Morrisons Muesli - No Added Sugar	50g cereal	21.00	10.50	5.00	2.50	1.00	0.50	Trace	Trace	No	
Sainsbury's Basics Muesli	50g cereal, 100ml milk	4.50	2.25	5.20	2.60	1.00	0.50	<0.10	<0.05	No	
Sainsbury's Be Good To Yourself Muesli (Less Than 3% Fat)	50g cereal, 100ml milk	31.10	15.55	1.90	0.95	0.40	0.20	<0.10	<0.05	No	
Sainsbury's Muesli	50g cereal, 100ml milk	10.00	5.00	8.40	4.20	1.10	0.55	<0.25	<0.13	Yes	
Tesco Healthy Living Muesli	50g cereal, 125ml milk	32.90	16.45	2.30	1.15	0.60	0.30	0.00	0.00	No	

Product	What's in a portion? ¹	Nutrition information								Is hydrogenated vegetable oil listed as an ingredient?	
		Sugars		Fat		Saturates		Salt			
		per 100g	per portion	per 100g	per portion	per 100g	per portion	per 100g	per portion		
Swiss style muesli											
Asda No Added Sugar Or Salt Swiss Style Muesli	50g cereal, 100ml milk	16.00	8.00	7.00	3.50	1.00	0.50	0.75*	0.38	No	
Asda Smart Price Swiss Style Muesli	50g cereal, 125ml milk	14.00	7.00	6.00	3.00	1.30	0.65	0.13*	0.06	No	
Asda Swiss Style Muesli	50g cereal, 100ml milk	25.00	12.50	6.00	3.00	0.70	0.35	0.3*	0.15	No	
Morrisons Bettabuy Swiss Style Muesli	50g cereal	9.00	4.50	5.00	2.50	1.00	0.50	Trace	Trace	No	
Morrisons Swiss Style Muesli	50g cereal	24.00	12.00	4.80	2.40	1.00	0.50	Trace	Trace	No	
Sainsbury's Swiss Style Muesli (No Added salt or sugar)	50g cereal, 100ml milk	17.10	8.55	6.00	3.00	0.80	0.40	<0.25*	<0.13	No	
Sainsbury's Swiss Style Muesli (Whole Grain)	50g cereal, 100ml milk	25.50	12.75	5.80	2.90	0.80	0.40	0.30	0.15	No	
Tesco Swiss Style Muesli	50g cereal, 125ml milk	21.00	10.50	5.30	2.65	0.80	0.40	0.50*	0.25	No	
Tesco Swiss Style Muesli No Added Sugar Or Salt	50g cereal, 125ml milk	15.30	7.65	5.40	2.70	0.70	0.35	0.25*	0.13	No	
Whole wheat muesli											
Asda Wholewheat Muesli	50g cereal, 125ml milk	25.00	12.50	8.00	4.00	3.40	1.70	Trace	Trace	No	
Morrisons Special Recipe Wholewheat Muesli	40g cereal	15.80	7.70	10.20	3.00	3.30	1.70	0.10	Trace	No	
Sainsbury's Wholewheat Muesli	50g cereal, 100ml milk	20.10	10.05	7.90	3.95	2.10	1.05	<0.25	<0.13	No	
Tesco Whole Wheat Muesli	50g cereal, 125ml milk	15.50	7.75	12.40	6.20	3.60	1.80	0.25	0.13	No	

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HIGH	
MEDIUM	
LOW	

Oats and oat cereals




Product	What's in a portion? ¹	Nutrition information								Is hydrogenated vegetable oil listed as an ingredient?
		Sugars		Fat		Saturates		Salt		
		per 100g	per portion	per 100g	per portion	per 100g	per portion	per 100g	per portion	
Instant oats (ready-to-eat)										
Tesco Ready To Eat Hot Oat Cereal	250g ready to eat cereal	1.30	3.10	1.40	3.40	0.40	1.00	Trace	Trace	No
Instant oats (with stabiliser)										
Asda Simply Porridge Original	27g cereal, 180ml milk	1.50	0.41	8.00	2.16	1.60	0.43	Trace	Trace	No
Quaker Oatso Simple Original	27g cereal, 180ml milk	1.00	0.27	8.50	2.30	1.50	0.41	Trace	Trace	No
Scott's So-Easy Microwaveable Porage Oats	30g cereal, 200ml milk	1.00	0.30	8.50	2.55	1.50	0.45	Trace	Trace	No
Tesco Kids Wholegrain Porridge	20g cereal, 180ml milk	0.80	0.16	5.10	1.02	0.80	0.16	Trace	Trace	No
Instant oats (with stabiliser and vitamins)										
Tesco Micro Oats Original	27g cereal, 180ml milk	1.50	0.41	8.10	2.19	1.60	0.43	Trace	Trace	No
Instant oats (with oat flour or bran, stabiliser and vitamins)										
Asda Ready Oats	30g cereal, 150ml milk	1.80	0.54	9.00	2.70	1.20	0.36	0.03	0.01	No
Morrisons Instant Hot Oat Cereal	40g cereal	1.80	0.70	8.70	3.50	1.20	0.50	Trace	Trace	No
Quaker Oats Take Heart	32g cereal, 200ml milk	0.90	0.29	7.00	2.24	1.30	0.42	Trace	Trace	No
Sainsbury's Instant Hot Oat Cereal	40g cereal, 200ml milk	1.80	0.72	8.70	3.48	1.20	0.48	<0.25	<0.10	No
Tesco Instant Hot Oat Cereal	30g cereal, 150ml milk	1.80	0.54	8.70	2.61	1.20	0.36	Trace	Trace	No
Weetabix Ready Brek Original	30g cereal	1.80	0.50	8.70	2.60	1.20	0.40	<0.10	<0.10	No
Weetabix Seriously Oaty	30g cereal	1.80	0.50	8.70	2.60	1.20	0.40	Trace	Trace	No
Weetabix Seriously Oaty Hearty Porridge	35g cereal	1.00	0.40	8.30	2.90	1.50	0.50	Trace	Trace	No
Instant oats (with oat flour or bran stabiliser, vitamins and flavouring)										
Asda Simply Porridge Syrup Flavour	39g cereal, 180ml milk	30.00	11.70	6.00	2.34	1.10	0.43	Trace	Trace	No
Quaker Oatso Simple Apple & Blackberry Flavour	39g cereal, 180ml milk	25.00	9.75	6.00	2.34	1.10	0.43	0.50	0.20	No
Quaker Oatso Simple Baked Apple (VP)	38g cereal, 180ml milk	24.00	9.12	6.00	2.28	1.10	0.42	0.75	0.29	No
Quaker Oatso Simple Golden Syrup	39g cereal, 180ml milk	28.00	10.92	6.00	2.34	1.00	0.39	0.75	0.29	No
Quaker Oatso Simple Raspberry	36g cereal, 180ml milk	22.10	7.96	6.30	2.27	2.10	0.76	0.50	0.18	No
Quaker Oatso Simple For Kids Super Strawberry (VP)	29g cereal, 150ml milk	32.00	9.28	12.00	3.48	5.50	1.60	Trace	Trace	Yes
Quaker Oatso Simple For Kids Terrific Toffee (VP)	30g cereal, 150ml milk	32.00	9.60	13.00	3.90	6.00	1.80	Trace	Trace	Yes
Quaker Oatso Simple For Kids Very Vanilla (VP)	28g cereal, 150ml milk	32.00	8.96	12.00	3.36	5.50	1.54	Trace	Trace	Yes
Sainsbury's Easy Oats Apple Flavour (VP)	36g cereal, 180ml milk	26.40	9.50	6.00	2.16	1.20	0.43	0.50	0.18	No
Sainsbury's Easy Oats Golden Syrup Flavour (VP)	39g cereal, 180ml milk	29.60	11.54	5.80	2.26	1.10	0.43	0.50	0.20	No

Product	What's in a portion? ¹	Nutrition information								Is hydrogenated vegetable oil listed as an ingredient?
		Sugars		Fat		Saturates		Salt		
		per 100g	per portion	per 100g	per portion	per 100g	per portion	per 100g	per portion	
Instant oats (with oat flour or bran stabiliser, vitamins and flavouring) continued...										
Sainsbury's Easy Oats Original (VP)	27g cereal, 180ml milk	1.50	0.41	8.10	2.19	1.60	0.43	<0.10	<0.03	No
Weetabix Ready Brek Chocolate Swirls	30g cereal	22.00	6.60	11.40	3.40	4.70	1.40	<0.25	<0.08	No
Weetabix Seriously Oaty Golden Honey	40g cereal	21.80	8.72	7.00	2.80	1.00	0.40	Trace	Trace	No
Weetabix Seriously Oaty Spiced Apple and Sultana	40g cereal	22.80	9.10	6.30	2.50	1.30	0.50	Trace	Trace	No
Weetabix Ready Brek Strawberry Swirls	30g cereal	22.70	6.80	9.20	2.80	3.80	1.10	<0.25	<0.08	No
Plain oats*										
Asda Scottish Porridge Oats	50g cereal	2.80	1.40	4.80	2.40	1.40	0.70	Trace	Trace	No
Jordans Organic Porridge Oats	40g cereal, 220ml milk	1.00	0.40	9.30	3.72	1.80	0.72	Trace	Trace	No
Morrisons Porridge Oats	45g cereal	1.50	0.70	8.10	3.60	1.60	0.70	0.10	Trace	No
Sainsbury's Scottish Porridge Oats	50g cereal	2.80	1.40	4.80	2.40	1.40	0.70	<0.10	<0.1	No
Scott's Porage Oats Original	45g cereal, 310ml skimmed milk	1.10	0.50	8.00	3.60	1.50	0.68	Trace	Trace	No
Tesco Scottish Porridge Oats	50g cereal	1.50	0.80	8.10	4.10	1.60	0.80	Trace	Trace	No
Tesco Value Porridge Oats	50g cereal	1.50	0.80	8.10	4.10	1.60	0.80	Trace	Trace	No
Plain oats with bran										
Sainsbury's Scottish Porridge Oats With Bran	50g cereal	2.30	1.20	5.00	2.50	1.60	0.80	<0.25	<0.13	No

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* The FSA has not recommended that its traffic light scheme is applied to plain oats, however, we have applied the colours to enable comparisons with the other cereals.




HIGH	
MEDIUM	
LOW	

Puffed wheat cereals

Product	What's in a portion? ¹	Nutrition information								Is hydrogenated vegetable oil listed as an ingredient?
		Sugars		Fat		Saturates		Salt		
		per 100g	per portion	per 100g	per portion	per 100g	per portion	per 100g	per portion	
Plain										
Morrisons Puffed Wheat	16g cereal	2.20	0.40	3.30	0.50	0.90	0.10	Trace	Trace	No
Quaker Puffed Wheat	15g cereal	2.00	0.30	2.50	0.40	0.50	0.20	0.05	0.01	No
Tesco Puffed Wheat	16g cereal, 125ml milk	3.00	0.48	3.00	0.48	0.50	0.08	0.00	0.00	No
Sainsbury's Puffed Wheat	16g cereal, 125ml milk	3.00	0.48	3.00	0.48	0.50	0.08	<0.10	<0.02	No
Sugared or honey flavour										
Asda Golden Puffs	30g cereal, 125ml milk	55.00	16.50	1.20	0.36	0.30	0.09	Trace	Trace	No
Morrisons Golden Puffs	30g cereal	55.00	16.50	1.20	0.40	0.30	0.10	0.10	0.03	No
Quaker Sugar Puffs	30g cereal	35.00	10.60	1.60	0.50	0.20	0.10	Trace	Trace	No
Sainsbury's Golden Puffs	20g cereal, 125ml milk	49.50	9.90	1.40	0.28	0.20	0.04	<0.10	<0.02	No
Tesco Golden Honey Puffs	30g cereal, 125ml milk	49.50	14.85	1.40	0.42	0.20	0.06	Trace	Trace	No

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HIGH	
MEDIUM	
LOW	

Shredded wheat cereals

Product	What's in a portion? ¹	Nutrition information								Is hydrogenated vegetable oil listed as an ingredient?
		Sugars		Fat		Saturates		Salt		
		per 100g	per portion	per 100g	per portion	per 100g	per portion	per 100g	per portion	
Fruit filled										
Asda Cranberry Wheats	50g cereal, 125ml milk	19.00	9.50	1.40	0.70	0.30	0.15	0.20	0.10	No
Kelloggs Raisin Wheats	40g cereal, 125ml milk	16.00	6.40	2.00	0.80	0.30	0.12	Trace	Trace	No
Nestle Fruitful Shredded Wheat	40g cereal, 125ml milk	25.10	10.04	5.10	2.04	2.50	1.00	Trace	Trace	No
Nestle Triple Berry Shredded Wheat	40g cereal, 125ml milk	9.90	3.96	2.10	0.84	0.40	0.16	Trace	Trace	No
Sainsbury's Wholegrain Apricot Wheats	50g cereal, 125ml milk	20.00	10.00	1.50	0.75	0.30	0.15	0.10	0.05	No
Sainsbury's Wholegrain Cranberry Wheats	50g cereal, 125ml milk	18.90	9.45	1.40	0.70	0.30	0.15	0.20	0.10	No
Sainsbury's Wholegrain Raisin Wheats	50g cereal, 125ml milk	22.20	11.10	1.50	0.75	0.30	0.15	0.10	0.05	No
Tesco Apricot Wheats	50g cereal, 125ml milk	19.00	9.50	1.40	0.70	0.30	0.15	Trace	Trace	No
Tesco Cranberry Wheats	50g cereal, 125ml milk	18.90	9.45	1.40	0.70	0.30	0.15	0.25	0.13	No
Honey flavoured or sugared										
Kelloggs Frosted Wheats	40g cereal, 125ml milk	17.00	6.80	2.00	0.80	0.30	0.12	Trace	Trace	No
Nestle Honey Nut Shredded Wheat	40g cereal, 125ml milk	17.50	7.00	6.50	2.60	2.20	0.88	Trace	Trace	No
Plain										
Nestle Bitesize Shredded Wheat	45g cereal, 125ml milk	1.00	0.45	2.60	1.17	0.50	0.23	Trace	Trace	No
Nestle Shredded Wheat	45g cereal, 125ml milk	0.90	0.41	2.50	1.13	0.50	0.23	Trace	Trace	No
Sainsbury's Wholegrain Mini Wheats	45g cereal, 125ml milk	0.70	0.32	2.30	1.04	0.50	0.23	<0.10	<0.10	No

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HIGH	
MEDIUM	
LOW	

Toasted rice cereals

Product	What's in a portion? ¹	Nutrition information								Is hydrogenated vegetable oil listed as an ingredient?
		Sugars		Fat		Saturates		Salt		
		per 100g	per portion	per 100g	per portion	per 100g	per portion	per 100g	per portion	
Chocolate flavour										
Asda Choco Snaps	30g cereal, 125ml milk	38.00	11.40	2.40	0.72	1.30	0.39	0.98	0.29	No
Asda Smart Price Coco Rice Cereal	30g cereal, 125ml milk	23.00	6.90	2.80	0.84	1.30	0.39	0.75	0.23	No
Kelloggs Coco Pops	30g cereal, 125ml milk	37.00	11.10	3.00	0.90	1.50	0.45	1.15	0.35	No
Morrisons Choco Crackles	30g cereal	38.40	11.50	2.40	0.70	1.30	0.40	1.00	0.30	No
Sainsbury's Choco Snaps	30g cereal, 125ml milk	38.40	11.52	2.40	0.72	1.30	0.39	1.00	0.30	No
Tesco Choco Snaps	30g cereal, 125ml milk	38.40	11.52	2.40	0.72	1.30	0.39	1.00	0.30	No
Plain										
Asda Rice Snaps	30g cereal, 125ml milk	10.00	3.00	1.30	0.39	0.50	0.15	1.50	0.45	No
Asda Smart Price Crispy Rice Cereal	30g cereal, 125ml milk	4.20	1.26	0.60	0.18	0.30	0.09	1.00	0.30	No
Kelloggs Rice Krispies	30g cereal, 125ml milk	10.00	3.00	1.00	0.30	0.20	0.06	1.65	0.50	No
Kelloggs Rice Krispies Multigrain	30g cereal, 125ml milk	20.00	6.00	3.00	0.90	0.40	0.12	0.40	0.12	No
Morrisons Rice Crackles	30g cereal	9.70	2.90	1.30	0.40	0.60	0.20	1.60	0.48	No
Sainsbury's Rice Pops	30g cereal, 125ml milk	9.70	2.91	1.30	0.39	0.60	0.18	1.60	0.48	No
Tesco Rice Snaps	30g cereal, 125ml milk	9.70	2.91	1.30	0.39	0.60	0.18	1.50	0.45	No
Tesco Value Rice Snaps	30g cereal, 125ml milk	4.40	1.32	0.60	0.18	0.30	0.09	0.25	0.08	No
Sugared										
Kelloggs Ricicles	30g cereal, 125ml milk	40.00	12.00	0.70	0.21	0.20	0.06	1.15	0.35	No

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HIGH	<div></div>
MEDIUM	<div></div>
LOW	<div></div>

Wheat biscuit cereals

Product	What's in a portion? ¹	Nutrition information								Is hydrogenated vegetable oil listed as an ingredient?
		Sugars		Fat		Saturates		Salt		
		per 100g	per portion	per 100g	per portion	per 100g	per portion	per 100g	per portion	
Flavoured										
Weetabix Minis Chocolate Crisp	36g cereal	28.20	10.10	5.70	2.10	3.80	1.40	0.95	0.34	No
Weetabix Minis Fruit and Nut Crisp	36g cereal	25.90	9.30	4.60	1.70	0.60	0.20	0.64	0.23	No
Weetabix Minis Honey & Nut Crisp	36g cereal	26.80	9.60	5.10	1.80	1.10	0.40	0.75	0.27	No
Plain										
Asda 24 Whole Wheat Bisks	37.5g cereal, 150ml milk	4.40	1.65	2.00	0.75	0.60	0.23	0.65	0.24	No
Asda Smart Price 24 Wheat Bisks	No suggested serving size (in g), 125ml milk	4.70	N/A	2.70	N/A	0.60	N/A	1.00	N/A	No
Morrisons Wheat Biscuits	37.5g cereal	4.40	1.70	2.00	0.80	0.60	0.20	0.70	0.20	No
Morrisons Organic 24 Wheat Biscuits	40g cereal, 125ml milk	4.60	1.84	2.30	0.92	0.80	0.32	0.80	0.32	No
Sainsbury's 24 Wholewheat Biscuits	36g cereal, 150ml milk	4.40	1.58	2.00	0.72	0.60	0.22	0.70	0.25	No
Sainsbury's Basics 36 Breakfast Wheat Biscuits	30.56g cereal, 125ml milk	2.50	0.76	2.50	0.76	0.40	0.12	0.70	0.21	No
Tesco Healthyliving Wheat Biscuits	37.5g cereal, 125ml milk	4.70	1.76	1.90	0.71	0.60	0.23	0.75	0.28	No
Tesco Value Wheat Biscuits	30g cereal, 125ml milk	2.50	0.75	2.50	0.75	0.40	0.12	0.68	0.20	No
Weetabix the Wholegrain Cereal	37.5g cereal	4.70	1.80	1.90	0.70	0.60	0.20	0.68	0.26	No

¹All milk is semi-skimmed

- Where appropriate, per portion figures have been calculated to exclude any contribution from milk:
(nutrient per 100g as labelled/100) x portion size
- For salt, figures are calculated where no label value is given and/or to exclude any contribution from milk:
Salt = sodium labelled x 2.5
- All calculated figures are given to 2 decimal places; other figures are given as they appear on the label




HIGH	
MEDIUM	
LOW	

Miscellaneous cereals

Product	What's in a portion? ¹	Nutrition information								Is hydrogenated vegetable oil listed as an ingredient?
		Sugars		Fat		Saturates		Salt		
		per 100g	per portion	per 100g	per portion	per 100g	per portion	per 100g	per portion	
Miscellaneous										
Kelloggs Kashi Honey Seven Grains	30g cereal, 125ml milk	21.00	6.30	2.50	0.75	0.30	0.09	Trace	Trace	No
Kelloggs Kashi Original Seven Grains	30g cereal, 125ml milk	1.00	0.30	3.00	0.90	0.40	0.12	Trace	Trace	No
Kelloggs Multi-grain Start	40g cereal, 125ml milk	32.00	12.80	2.50	1.00	0.40	0.16	1.00	0.40	No
Morrisons Choco Dots	30g cereal	30.80	9.20	3.90	1.20	2.00	0.60	0.80	0.30	No
Nestle Cinnamon Grahams	30g cereal, 125ml milk	34.20	10.26	9.80	2.94	3.70	1.11	1.80	0.54	No
Nestle Golden Grahams	30g cereal, 125ml milk	31.80	9.54	3.00	0.90	1.00	0.30	2.50	0.75	No
Tesco Breakfast Boulders	30g cereal, 125ml milk	31.20	9.36	1.40	0.42	0.30	0.09	1.25	0.38	No
Weetabix Crunchy Bran	40g cereal	14.60	5.80	3.60	1.40	0.70	0.30	1.10	0.44	No
Oat pillow										
Asda Cinnamon Apple Oat Sensations	30g cereal, 125ml milk	28.00	8.40	4.70	1.41	0.80	0.24	1.08	0.32	No
Quaker Oat Crisp	30g cereal	13.00	3.90	6.80	2.10	1.30	0.40	0.75	0.23	No
Quaker Oat Crunch	40g cereal	18.00	7.20	5.00	2.00	0.90	0.40	0.75	0.30	No

¹All milk is semi-skimmed

- 1) Where appropriate, per portion figures have been calculated to exclude any contribution from (nutrient per 100g as labelled/100) x portion size
- 2) For salt, figures are calculated where no label value is given and/or to exclude any contribution from sodium. Salt = sodium labelled x 2.5
- 3) All calculated figures are given to 2 decimal places; other figures are given as they appear

HIGH	
MEDIUM	
LOW	

Cereals targeted at children: those with pictures or cartoons on the front of the packet



Product	What's in a portion?¹	Nutrition information								Is hydrogenated vegetable oil listed as an ingredient?	Could this be advertised?*
		Sugars		Fat		Saturates		Salt			
		per 100g	per portion	per 100g	per portion	per 100g	per portion	per 100g	per portion		
Crunch											
Mornflake Pecan & Maple Crisp	50g cereal	24.90	12.50	17.10	8.50	6.00	3.00	Trace	Trace	No	No
Mornflake Strawberry Crisp	50g cereal	26.60	13.30	14.90	7.40	4.70	2.30	0.75	0.38	No	No
Flakes											
Asda Choco Flakes	30g cereal, 125ml milk	37.00	11.10	0.70	0.21	0.30	0.09	1.75	0.53	No	No
Asda Frosted Flakes	30g cereal, 125ml milk	38.00	11.40	0.50	0.15	0.30	0.09	1.50	0.45	No	No
Kelloggs Frosties	30g cereal, 125ml milk	37.00	11.10	0.60	0.18	0.10	0.03	1.15	0.35	No	No
Kelloggs Reduced Sugar Frosties	30g cereal, 125ml milk	25.00	7.50	0.60	0.18	0.10	0.03	1.40	0.42	No	No
Sainsbury's Choco Flakes	30g cereal, 125ml milk	36.80	11.04	0.70	0.21	0.40	0.12	1.50	0.45	No	No
Sainsbury's Frosted Flakes	30g cereal, 125ml milk	38.10	11.43	0.50	0.15	0.30	0.09	1.50	0.45	No	No
Sainsbury's Reduced Sugar Frosted Flakes	30g cereal, 125ml milk	25.00	7.50	1.00	0.30	0.40	0.12	1.20	0.36	No	No
General											
Asda Golden Balls	30g cereal, 125ml milk	38.00	11.40	1.50	0.45	0.30	0.09	0.75	0.23	No	No
Nestle Football Crisp	30g cereal, 125ml milk	35.40	10.62	3.70	1.11	1.30	0.39	0.80	0.24	No	No
Nestle Golden Nuggets	30g cereal, 125ml milk	36.00	10.80	1.00	0.30	0.20	0.06	1.20	0.36	No	No
Sainsbury's Kids Wholegrain Caramel Stars Cereal With Prebiotic	30g cereal, 125ml milk	19.80	5.94	3.20	0.96	0.60	0.18	0.70	0.21	No	Yes
Tesco Kids Multigrain Stars	30g cereal, 125ml milk	19.80	5.94	3.20	0.96	0.60	0.18	0.75	0.23	No	Yes
General - chocolate flavour											
Asda Choco Squares	30g cereal, 125ml milk	32.00	9.60	14.00	4.20	3.60	1.08	0.25	0.08	Yes	No
Kelloggs Bratz Rock Angelz	30g cereal, 125ml milk	30.00	9.00	17.00	5.10	4.50	1.35	1.15	0.35	No	No
Kelloggs Coco Pops Cocorocks	30g cereal, 125ml milk	32.00	9.60	8.00	2.40	3.00	0.90	0.90	0.27	No	No
Kelloggs Coco Pops Crunchers	30g cereal, 125ml milk	34.00	10.20	3.50	1.05	2.00	0.60	1.00	0.30	No	No
Kelloggs Coco Pops Straws	31g cereal, 125ml milk	34.00	10.54	12.00	3.72	6.00	1.86	0.25	0.08	No	No
Mornflake Chocolately Squares	30g cereal	26.20	7.90	12.80	3.80	2.00	0.60	0.25	0.08	Yes	No
Nestle Cookie Crisp Cereal	30g cereal, 125ml milk	36.20	10.86	3.40	1.02	1.10	0.33	1.20	0.36	No	No
Nestle Nesquik Cereal	30g cereal, 125ml milk	36.10	10.83	4.10	1.23	1.60	0.48	0.60	0.18	No	No
Tesco Kids Multigrain Cocoa Cereal With Prebiotic	30g cereal, 125ml milk	26.60	7.98	2.00	0.60	0.70	0.21	0.75	0.23	No	Yes
Hoops											
Asda Choco Hoops	30g cereal, 125ml milk	37.00	11.10	4.50	1.35	1.00	0.30	0.45	0.14	No	No
Asda Honey Hoops	30g cereal, 125ml milk	32.00	9.60	3.20	0.96	0.60	0.18	1.25	0.38	No	No
Kelloggs Honey Loops	30g cereal, 125ml milk	34.00	10.20	3.00	0.90	0.50	0.15	1.35	0.41	No	No
Morrisons Honey Hoops	30g cereal	31.60	9.40	3.20	1.00	0.60	0.20	1.40	0.40	No	No
Sainsbury's Choco Hooplas	30g cereal, 125ml milk	32.30	9.69	4.50	1.35	1.00	0.30	0.50	0.15	No	No
Sainsbury's Hooplas	30g cereal, 125ml milk	21.50	6.45	3.80	1.14	0.60	0.18	1.50	0.45	No	Yes
Weetabix Weetos Honey	30g cereal	19.70	5.90	1.10	0.30	0.20	0.10	0.50	0.15	No	Yes
Weetabix Weetos Chocolate Flavour	30g cereal	23.50	7.10	4.90	1.50	1.00	0.30	0.68	0.20	No	Yes

Product	What's in a portion?¹	Nutrition information								Is hydrogenated vegetable oil listed as an ingredient?	Can this be advertised?
		Sugars		Fat		Saturates		Salt			
		per 100g	per portion	per 100g	per portion	per 100g	per portion	per 100g	per portion		
Malted Wheats											
Morrisons Malties	30g cereal	15.40	1.80	2.90	4.60	0.50	0.90	1.20	0.40	No	Yes
Nestle Shreddies	45g cereal, 125ml milk	15.50	6.98	1.90	0.86	0.40	0.18	1.00	0.45	No	Yes
Sainsbury's Malties	30g cereal, 125ml milk	14.70	4.41	1.90	0.57	0.30	0.09	1.10	0.33	No	Yes
Oats											
Morrisons Instant Hot Oat Cereal	40g cereal	1.80	0.70	8.70	3.50	1.20	0.50	Trace	Trace	No	Yes
Quaker Oatso Simple For Kids Super Strawberry (VP)	29g cereal, 150ml milk	32.00	9.28	12.00	3.48	5.50	1.60	Trace	Trace	Yes	No
Quaker Oatso Simple For Kids Terrific Toffee (VP)	30g cereal, 150ml milk	32.00	9.60	13.00	3.90	6.00	1.80	Trace	Trace	Yes	No
Quaker Oatso Simple For Kids Very Vanilla (VP)	28g cereal, 150ml milk	32.00	8.96	12.00	3.36	5.50	1.54	Trace	Trace	Yes	No
Tesco Kids Wholegrain Porridge	20g cereal, 180ml milk	0.80	0.16	5.10	1.02	0.80	0.16	Trace	Trace	No	Yes
Weetabix Ready Brek Chocolate Swirls	30g cereal	22.00	6.60	11.40	3.40	4.70	1.40	<0.25	<0.08	No	No
Weetabix Ready Brek Original	30g cereal	1.80	0.50	8.70	2.60	1.20	0.40	<0.10	<0.10	No	Yes
Weetabix Ready Brek Strawberry Swirls	30g cereal	22.70	6.80	9.20	2.80	3.80	1.10	<0.25	<0.08	No	No
Puffed wheats											
Asda Golden Puffs	30g cereal, 125ml milk	55.00	16.50	1.20	0.36	0.30	0.09	Trace	Trace	No	No
Quaker Sugar Puffs	30g cereal	35.00	10.60	1.60	0.50	0.20	0.10	Trace	Trace	No	No
Sainsbury's Golden Puffs	20g cereal, 125ml milk	49.50	9.90	1.40	0.28	0.20	0.04	<0.1	<0.02	No	No
Toasted Rice											
Asda Choco Snaps	30g cereal, 125ml milk	38.00	11.40	2.40	0.72	1.30	0.39	0.98	0.29	No	No
Kellogg's Coco Pops	30g cereal, 125ml milk	37.00	11.10	3.00	0.90	1.50	0.45	1.15	0.35	No	No
Kellogg's Rice Krispies	30g cereal, 125ml milk	10.00	3.00	1.00	0.30	0.20	0.06	1.65	0.50	No	Yes
Kellogg's Rice Krispies Multigrain	30g cereal, 125ml milk	20.00	6.00	3.00	0.90	0.40	0.12	0.40	0.12	No	Yes
Kellogg's Ricicles	30g cereal, 125ml milk	40.00	12.00	0.70	0.21	0.20	0.06	1.15	0.35	No	No
Sainsbury's Choco Snaps	30g cereal, 125ml milk	38.40	11.52	2.40	0.72	1.30	0.39	1.00	0.30	No	No
Sainsbury's Rice Pops	30g cereal, 125ml milk	9.70	2.91	1.30	0.39	0.60	0.18	1.60	0.48	No	Yes

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* Based on FSA nutrient profiling. Research was carried out by Dr Mike Rayner, Anna Boxer and colleagues at the British Heart Foundation Health Promotion Research Group at Oxford University. Calculations were based on the assumption that fibre was measured using the AOAC method (unless otherwise stated on the pack). The AOAC method is the one recommended by the FSA.

HIGH	
MEDIUM	
LOW	