# 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

Which ?



# 'Crunch' cereals

			Is hydrogenated							
	What's in a	Su	gars	F	at	Satu	rates	S	alt	vegetable oil
	What's in a	per	per	per	per	per	per	per	per	listed as an
Product	portion? <sup>1</sup>	100g	portion	100g	portion	100g	portion	100g	portion	ingredient?
Chocolate flavour										
Kelloggs Crunchy Nut Clusters		24.00	40.40	40.00	7.20	4 00	2 40	0.00	0.24	
Milk Chocolate Curls Sainsbury's Triple Chocolate	125ml milk	31.00	12.40	18.00	7.20	6.00	2.40	0.90	0.36	No
Crisp Cereal	60g cereal, 100ml milk	27.30	16.38	18.30	10.98	6.10	3.66	<0.10	<0.06	No
	TOOTHE THICK	27.30	10.36	10.30	10.90	0.10	3.00	<0.10	<0.00	INO
Fruit	50g cereal,				1					
Asda Passion Fruit Crsip	125ml milk	17.00	8.50	18.00	9.00	8.00	4.00	0.30	0.15	No
Asua rassion rrute crsip	60g cereal,	17.00	0.30	10.00	7.00	0.00	4.00	0.30	0.13	140
Asda Strawberry Crisp	125ml milk	24.00	14.40	17.00	10.20	3.80	2.28	0.50	0.30	No
Jordans Country Crisp		200				3100		0.00	0.00	
Raspberries	50g cereal	27.10	13.60	18.80	9.40	5.50	2.80	0.60	0.30	No
•	Jug Cereat	27.10	13.00	10.00	9.40	3.30	2.00	0.00	0.30	INU
Jordans Country Crisp Real Strawberries	FOg coroal	27.40	13.70	18.80	9.40	5.50	2.80	0.60	0.30	No
	50g cereal	27.40	13.70	10.00	9.40	3.30	2.00	0.00	0.30	INU
Jordans Country Crisp Wild About Berries	EOg coroal	27.10	13.60	18.80	9.40	5.50	2.80	0.60	0.30	No
About berries	50g cereal	27.10	13.00	10.00	9.40	5.50	2.00	0.60	0.30	INO
Manuellalia Christinhaum Cuian	FO	27.70	42.20	14.00	7 40	4.70	2 20	0.75	0.20	Ma
Mornflake Strawberry Crisp	50g cereal	26.60	13.30	14.90	7.40	4.70	2.30	0.75	0.38	No
Ovelver Oak Grenele	FO	27.00	42.00	8.80	4 40	2.00	1.40	T	Tueses	Ma
Quaker Oat Granola Sainsbury's Yoghurty &	50g cereal 60g cereal,	26.00	13.00	8.80	4.40	2.80	1.40	Trace	Trace	No
Raspberry Crisp Cereal	100ml milk	28.20	16.92	16.40	9.84	5.30	3.18	<0.10	<0.06	Yes
Fruit and nut			1711-					31.13	****	
Asda Raisin, Honey and	60g cereal,									
Almond Crunch	125ml milk	25.00	15.00	18.00	10.80	6.00	3.60	Trace	Trace	No
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	40g cereal,									
Summer Berries	125ml milk	28.00	11.20	15.00	6.00	4.50	1.80	1.00	0.40	No
Sainsbury's Cranberry, Apricot										
and Almond Crisp Cereal	100ml milk	25.40	15.24	15.70	9.42	3.30	1.98	<0.10	<0.06	No
Sainsbury's Crunchy Oat	50g cereal,	25 40	12.70	20.20	10.15	0.50	4.25	0.20	0.40	Ma
Cereal Tesco Crunchy Oat Cereal	125ml milk	25.40	12.70	20.30	10.15	8.50	4.25	0.20	0.10	No
With Raisins, Almonds and	50g cereal,									
Honey	125ml milk	28.90	14.45	12.60	6.30	2.40	1.20	Trace	Trace	No
Nut			, .	,00	0.50	_, 10		400		
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
INUL COITIDO	30g cereal,	Z4.0U	12.40	20.30	14.30	0.00	3.30	0.60	0.30	UVU
Nestle Clusters	125ml milk	23.50	7.05	5.80	1.74	1.60	0.48	1.30	0.39	No

					Is hydrogenated					
		Su	gars	F	at	Satu	ırates	S	alt	vegetable oil
	What's in a	per	per	per	per	per	per	per	per	listed as an
Product	portion? <sup>1</sup>	100g	portion	100g	portion	100g	portion	100g	portion	ingredient?
Nut and honey or maple										
Jordans Country Crisp Honey	50g cereal,									
Clusters	100ml milk	23.70	11.85	14.40	7.20	3.30	1.65	0.43	0.22	No
Kelloggs Crunchy Nut Clusters	40g cereal,									
Honey & Nut	125ml milk	25.00	10.00	15.00	6.00	4.00	1.60	1.00	0.40	No
	40g cereal,									
Kelloggs Crunchy Nut Nutty	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	60g cereal,									
Crisp Cereal	100ml milk	23.60	14.16	19.50	11.70	4.00	2.40	<0.1	<0.06	No
Tropical fruit										
	50g cereal,									
Asda Hawaiian Crunch	125ml milk	24.00	12.00	17.00	8.50	9.00	4.50	0.05	0.03	No
Sainsbury's Tropical Crunchy	50g cereal,				i i					
Oat Cereal	125ml milk	27.30	13.65	14.20	7.10	5.00	2.50	<0.10	< 0.05	No
Tesco Crunchy Oat Cereal	50g cereal,									
with Tropical Fruits	125ml milk	26.30	13.15	13.80	6.90	2.30	1.15	Trace	Trace	No

<sup>&</sup>lt;sup>1</sup>All 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

#### **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.



# Cereal flakes

				Νι	utrition i	nformat	ion			Is hydrogenated
		Sus	gars	F	at	Satu	rates	S	alt	vegetable oil
	What's in a	per	per	per	per	per	per	per	per	listed as an
Product	portion? <sup>1</sup>	100g	portion	100g	portion	100g	portion	100g	portion	ingredient?
Bran flakes - plain										
	30g cereal,									
Asda Bran Flakes	125ml milk	17.00	5.10	1.90	0.57	0.40	0.12	1.43	0.43	No
	30g cereal,									
Asda Smart Price Bran Flakes	125ml milk	17.00	5.10	2.10	0.63	0.30	0.09	1.38	0.41	No
Kallanin All Bara Bara Flatar	30g cereal,	22.00		2.00	0.40	0.20	0.00	2.00	0.40	NI.
Kelloggs All-Bran Bran Flakes	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	30g cereal,	7.20	2.10	1.90	0.57	0.50	0.15	1.70	0.51	NO
Wheat Flakes With Added Oat Bran		16.60	4.98	2.40	0.72	0.70	0.21	0.80	0.24	No
Wilcae Flakes Willi Added Oat Brail	30g cereal,	10.00	7.70	2.70	0.72	0.70	0.21	0.00	0.27	110
Sainsbury's Oat And Bran Flakes	125ml milk	13.50	4.05	5.70	1.71	1.00	0.30	2.40	0.72	No
samssanys sacrana sram tanes	30g cereal,	10100		51.7 0	.,,,		0.50	21.15	01.72	.,,
Sainsbury's Wholegrain Bran Flakes		17.20	5.16	2.40	0.72	0.50	0.15	1.60	0.48	No
, j	30g cereal,									
Tesco Healthy Living Bran Flakes	125ml milk	17.20	5.16	2.40	0.72	0.50	0.15	1.50	0.45	No
	30g cereal,									
Tesco Healthy Living Wheat Flakes	125ml milk	16.60	4.98	2.40	0.72	0.70	0.21	0.75	0.23	No
	30g cereal,									
Tesco Value Bran Flakes	125ml milk	17.10	5.13	2.40	0.72	0.50	0.15	1.50	0.45	No
Bran flakes - sweetened										
l	40g cereal,	20.00	40.00				0.00		0.50	
Asda Honey Nut Bran Flakes	125ml milk	32.00	12.80	4.40	1.76	0.80	0.32	1.25	0.50	No
Kelloggs All-Bran Bran Flakes	30g cereal,	24.00	7.00	F 00	4 50	2.00	0.40	4 00	0.54	NI.
Yoghurty	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 Hanov Nut Pran Flakes	40g cereal, 125ml milk	32.00	12.80	4.40	1.76	0.80	0.32	1.30	0.52	No
Sainsbury's Honey Nut Bran Flakes	40g cereal,		12.00	4.40	1.70	0.80	0.32	1.30	0.32	INO
Tesco Honey & Nut Bran Flakes	125ml milk		12.80	4,40	1.76	0.80	0.32	1.25	0.50	No
Chocolate flavour flakes	125IIIC IIIICK	32.00	12.00		1.70	0.00	0.32	1.23	0.30	110
Chocolate flavour flakes	30g cereal,									
Asda Choco Flakes	125ml milk	37.00	11.10	0.70	0.21	0.30	0.09	1.75	0.53	No
AJUL CHOCO I (UNC)	123111CHINK	37.00	11.10	0.70	0.21	0.30	0.09	1.73	0.55	110
Marriagna Chara Flatra	20	24.00	11 00	0.70	0.20	0.40	0.40	4 50	0.50	M-
Morrisons Choco Flakes	30g cereal 30g cereal,	36.80	11.00	0.70	0.20	0.40	0.10	1.50	0.50	No
Sainsbury's Choco Flakes	125ml milk	36.80	11.04	0.70	0.21	0.40	0.12	1.50	0.45	No
Juli Juli y 3 Choco i tancs	123IIIC IIIICK	30.00	11.04	0.70	0.21	0.70	0.12	1.50	0.73	110

					Is hydrogenated					
	NATI - 11- 1	Su	gars	F	at	Satu	ırates	5	alt	vegetable oil
	What's in a	per	per	per	per	per	per	per	per	listed as an
Product	portion?1	100g	portion	100g	portion	100g	portion	100g	portion	ingredient?
Cornflakes										
Andre Consolidation	30g cereal,	9.00	2.70	4 20	0.24	0.40	0.40	4 50	0.47	M.
Asda Cornflakes	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
Rettoggs Corritanes	123IIIL IIIILK	8.00	2.40	0.90	0.27	0.20	0.00	1./3	0.55	INO
Harris Ration Condition	20	F 70	4.70	4 20	0.40	0.20	0.40	2.00	0.40	NI.
Morrisons Bettabuy Cornflakes	30g cereal	5.70	1.70	1.20	0.40	0.20	0.10	2.00	0.60	No
Maritime Constitution	20	0.00	2.70	0.70	0.20	0.20	0.40	2.20	0.00	NI.
Morrisons Corn Flakes	30g cereal 30g cereal,	9.00	2.70	0.70	0.20	0.30	0.10	2.30	0.80	No
Sainsbury's Basics Cornflakes	125ml milk	8.10	2.43	1.50	0.45	0.20	0.06	1.40	0.42	No
James James Communes	30g cereal,	51.5			01.0	0.20	0.00	17.10	0,12	.,,
Sainsbury's Corn Flakes	125ml milk	8.90	2.67	1.20	0.36	0.40	0.12	1.60	0.48	No
,	30g cereal,									
Tesco Corn flakes	125ml milk	8.90	2.67	1.20	0.36	0.40	0.12	1.50	0.45	No
	30g cereal,									
Tesco Value Corn Flakes	125ml milk	5.70	1.71	1.20	0.36	0.20	0.06	2.00	0.60	No
Frosted flakes										
	30g cereal,									
Asda Frosted Flakes	125ml milk	38.00	11.40	0.50	0.15	0.30	0.09	1.50	0.45	No
	30g cereal,									
Asda Smart Price Frosted Flakes	125ml milk	28.00	8.40	1.10	0.33	0.20	0.06	1.10	0.33	No
Vallagge Frantice	30g cereal, 125ml milk	37.00	11.10	0.60	0.18	0.10	0.03	1.15	0.35	No
Kelloggs Frosties	30g cereal,	37.00	11.10	0.60	0.16	0.10	0.03	1.15	0.35	No
Kelloggs Reduced Sugar Frosties	125ml milk	25.00	7.50	0.60	0.18	0.10	0.03	1.40	0.42	No
nettoggs neduced sugar 110sties	123IIIC IIIICK	23.00	7.50	0.00	0.10	0.10	0.03	1.40	0.72	110
Morrisons Frosted Flakes	30g cereal	38.10	11.40	0.50	0.20	0.30	0.10	1.50	0.45	No
MOTTISONS Frosted Flakes	30g cereal,	36.10	11.40	0.50	0.20	0.30	0.10	1.50	0.45	INO
Sainsbury's Frosted Flakes	125ml milk	38.10	11.43	0.50	0.15	0.30	0.09	1.50	0.45	No
Sainsbury's Reduced Sugar Frosted	30g cereal,									
Flakes	125ml milk	25.00	7.50	1.00	0.30	0.40	0.12	1.20	0.36	No
	30g cereal,									
Tesco Frosted Flakes	125ml milk	38.10	11.43	0.50	0.15	0.30	0.09	1.50	0.45	No
Tesco Reduced Sugar Frosted	30g cereal,									
Flakes	125ml milk	25.00	7.50	1.00	0.30	0.40	0.12	1.25	0.38	No
Tagas Value Frents d Flates	30g cereal,	27.00	0.40	0.70	0.24	0.40	0.02	4 50	0.45	NI-
Tesco Value Frosted Flakes	125ml milk	27.00	8.10	0.70	0.21	0.10	0.03	1.50	0.45	No

				Is hydrogenated						
	\\/ +!		gars		at	Satu	rates		alt	vegetable oil
	What's in a	per	per	per	per	per	per	per	per	listed as an
Product	portion? <sup>1</sup>	100g	portion	100g	portion	100g	portion	100g	portion	ingredient?
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
nettoggs i ruic ii i ibre	123mc mick	23.00	10.00	0.00	2.10	3.30	1.10	1.50	0.00	110
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										
	30g cereal,									
Asda Fruity Nut Cornflakes	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										
rioney and nac communes	30g cereal,									
Asda Crispy Nut Corn Flakes	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
	123IIIC IIIIIK	33.00	10.00	7.20	1.20	0.70	0.27	1.03	0.47	INU
'Just Right' type cereals	40g cereal,								1	
Kelloggs Just Right	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

				ls budrogenated						
		Suc	gars		itrition i at		rates	S	alt	Is hydrogenated vegetable oil
	What's in a	per	per	per	per	per	per	per	per	listed as an
Product	portion?1	100g	portion	•	portion		portion	100g	portion	ingredient?
'Special K' and fruit type cereals										
Asda Good For You Apple,	30g cereal,									
Blackberry And Raspberry Flakes	100ml milk	8.00	2.40	1.80	0.54	0.40	0.12	0.75	0.23	No
A. J. Vo. In. Wal-B. J.E. a	30g cereal,	40.00	F 70	4.60	0.40	0.20	0.00	4 50	0.45	M.
Asda Vitality With Red Fruit	125ml milk 30g cereal,	19.00	5.70	1.60	0.48	0.30	0.09	1.50	0.45	No
Asda Vitality With Tropical Fruit	125ml milk	28.00	8.40	5.00	1.50	4.10	1.23	0.98	0.29	No
Asia vitatity with Hopicat Franc	40g cereal,	20.00	0.10	3.00	1.50	1.10	1.23	0.70	0.27	110
Kelloggs Special K Medley	125ml milk	24.00	9.60	2.50	1.00	0.30	0.12	1.00	0.40	No
Kelloggs Special K Peach and	30g cereal,									
Apricot	125ml milk	24.00	7.20	1.00	0.30	0.30	0.09	1.90	0.57	No
	30g cereal,	0.4.00							o	
Kelloggs Special K Purple Berries	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
Rettoggs special R Red Berries	30g cereal,	23.00	0.70	1.00	0.50	0.30	0.09	1.70	0.57	140
Nestle Fitnesse And Fruits	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	30g cereal,			- 11-0						1.0
Balance With Red Fruit	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										
A. J. M. 15	30g cereal,	46.00	4.00	4 20	0.20	0.20	0.04	4.55	0.40	M.
Asda Vitality	125ml milk 30g cereal,	16.00	4.80	1.30	0.39	0.20	0.06	1.55	0.48	No
Kelloggs Special K	125ml milk	17.00	5.10	1.00	0.30	0.30	0.09	2.15	0.65	No
Morrisons Trim Flakes with Red	125mc max	17.00	3.10	1.00	0.50	0.50	0.07	2.13	0.03	110
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		17.70	3.30	2.00	0.00	0.40	0.10	1.50	0.40	110
and peaches.	30g cereal	17.70	5.30	2.00	0.60	0.40	0.10	1.50	0.40	No
and poderies.	30g cereal,		0.00		0.00	01.10	0110		01.10	.,,0
Nestle Fitnesse	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	30g cereal,									
Balance	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 cerea					1		1			
Asda Raisin Bran	40g cereal, 125ml milk	39.00	15.60	1.70	0.68	0.40	0.16	0.88	0.35	No
ASGU RUISIII BIUII	30g cereal,	37.00	13.00	1.70	0.00	0.10	0.10	0.00	0.55	110
Asda Sultana Bran	125ml milk	24.00	7.20	1.60	0.48	0.30	0.09	1.18	0.35	No
	40g cereal,									
Kelloggs All-Bran Sultana Bran	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
	30g cereal,									
Tesco Healthyliving Sultana Bran	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
Samsbury's Sulland Didii	125mt mitk	32.20	7.00	1.90	0.37	0.40	U.IZ	1.23	0.30	No

#### <sup>1</sup>All 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 fibre bran cereals

				Nı	utrition i	nformat	ion			
	What's in a		gars		at	Satu	ırates		alt	Is hydrogenated
		pei	per	per	per	per	per	per	g/	vegetable oil listed
Product	portion? <sup>1</sup>	100g	portion	100g	portion	100g	portion	100g	portion	as an ingredient?
	40g cereal,									
Asda High Bran	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

<sup>&</sup>lt;sup>1</sup>All 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



## Hoops

	What's in a		gars		at		ırates		alt	Is hydrogenated
Product	portion? <sup>1</sup>	per 100g	per portion	per 100g	per portion	per 100g	per portion	per 100g	per portion	vegetable oil listed as an ingredient?
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

<sup>&</sup>lt;sup>1</sup>All milk is semi-skimmed

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

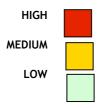


## Malted wheat cereals

					Is hydrogenated					
	What's in a		gars		at		ırates		alt	vegetable oil
		per	per	per	per	per	per	per	per	listed as an
Product	portion? <sup>1</sup>	100g	portion	100g	portion	100g	portion	100g	portion	ingredient?
Plain										
	30g cereal,									
Asda Malted Wheaties	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
	45g cereal,									
Nestle Shreddies	125ml milk	15.50	6.98	1.90	0.86	0.40	0.18	1.00	0.45	No
	30g cereal,									
Sainsbury's Malties	125ml milk	14.70	4.41	1.90	0.57	0.30	0.09	1.10	0.33	No
	45g cereal,									
Tesco Malt Wheats	125ml milk	14.70	6.62	1.90	0.86	0.30	0.14	1.25	0.56	No
Sugared or flavoured										
	45g cereal,									
Nestle Cocoa Shreddies		29.40	13.23	1.90	0.86	0.80	0.36	0.90	0.41	No
Nestle Frosted	45g cereal,									
Shreddies	125ml milk	29.00	13.05	1.40	0.63	0.40	0.18	0.80	0.36	No

<sup>&</sup>lt;sup>1</sup>All milk is semi-skimme

- 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:  $Salt = Sodium \ labelled \times 2.5$
- 3) All calculated figures are given to 2 decimal places; other figures are given as they appear on the label



#### Muesli

Muesti										
				1	Nutrition					
		Su	gars		at	Sati	urates	S	alt	Is hydrogenated
	What's in a	per	per	per	per	per	per	per	per	vegetable oil listed
Product	portion?1	100g	portion	100g	portion	100g	portion	100g	portion	as an ingredient?
Fruit muesli										
	50g cereal,									
Asda 55% Fruit Muesli	125ml milk	36.00	18.00	2.40	1.20	0.70	0.35	Trace	Trace	No
Asua 33% Fruit Muesti		30.00	16.00	2.40	1.20	0.70	0.33	Hace	Hace	INO
And Cond For You Front Monali	50g cereal,	24.00	42.00	4 00	0.00	0.40	0.20	T	<b>T</b>	V
Asda Good For You Fruit Muesli	100ml milk		13.00	1.80	0.90	0.40	0.20	Trace	Trace	Yes
Jordans Special Fruit Muesli	50g cereal		16.80	2.70	1.40	0.50	0.30	Trace	Trace	No
	50g cereal,									
Sainsbury's Fruit Muesli	100ml milk	35.70	17.85	3.70	1.85	1.20	0.60	0.10	0.05	No
	50g cereal,									
Tesco Fruit Muesli	125ml milk	28.80	14.40	4.80	2.40	1.90	0.95	Trace	Trace	No
Fruit and nut muesli	-									
	FOI									
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
ASUA 55% Fruit and Nut Muesti	123IIIL IIIIK	24.00	12.00	14.00	7.00	5.00	2.30	ITace	ITace	INO
Morrisons Fruit & Nut Muesli	10g coroal	29.70	17.80	8.50	5.50	2.60	2.40	0.10	0.10	No
Morrisons Fruit & Nut Muesti	40g cereal 50g cereal,	29.70	17.60	8.30	5.50	2.60	2.40	0.10	0.10	NO
Sainsbury's 12 Fruit and Nut Muesli	100ml milk	30.10	15.05	4.70	2.35	1.10	0.55	<0.10	<0.05	No
Samsbury's 12 Fruit and Nut Muesti		30.10	13.03	4.70	2.33	1.10	0.55	₹0.10	\0.03	INO
Sainsbury's Fruit and Nut Museli	50g cereal, 100ml milk	18.60	9.30	12,40	6.20	2.60	1.30	0.30	0.15	No
Sainsbury's Fruit and Nut Muesli	TOOTHL THICK	18.00	9.30	12.40	0.20	2.60	1.30	0.30	0.15	INO
	50g cereal,									
Tesco Fruit & Nut Muesli	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	40	15.90	6.30	5.90	2.40	0.70	0.30	0.43	0.17	No
Sugar Weetabix Alpen Sultanas, Dates,	40g cereal	15.90	0.30	5.90	2.40	0.70	0.30	0.43	0.17	NO
Apricots, Pistachios & Hazelnuts	40g cereal	22.60	9.00	5.70	2.30	1.00	0.40	0.38	0.15	No
Muesli	40g Cereat	22.00	7.00	3.70	2.30	1.00	0.40	0.30	0.15	110
Muesti										ı
Jordans Natural Muesli	50g cereal	15.40	7.70	4.60	2.30	0.80	0.40	Trace	Trace	No
	40g cereal,									
Kelloggs Kashi Muesli Seven Grains	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
	50g cereal,									
Sainsbury's Basics Muesli	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	50g cereal,		-							
Muesli (Less Than 3% Fat)	100ml milk	31.10	15.55	1.90	0.95	0.40	0.20	<0.10	< 0.05	No
	50g cereal,									
Sainsbury's Muesli	100ml milk	10.00	5.00	8.40	4.20	1.10	0.55	<0.25	<0.13	Yes
Jamabary a Macarl		10.00	5.00	0.40	7.20	1.10	0.55	\U.ZJ	\U.13	162
Table Hardshoot St. 1944 - 12	50g cereal,	22.00	47 45	2.20	44-	0.40	0.30	0.00	0.00	λ,
Tesco Healthy Living Muesli	125ml milk	32.90	16.45	2.30	1.15	0.60	0.30	0.00	0.00	No

		Nutrition information Sugars Fat Saturates Salt								
	What's in a		gars		-at		urates	_		Is hydrogenated
<b>5</b>		per	per	per	per	per	per	per	per	vegetable oil listed
Product	portion? <sup>1</sup>	100g	portion	1009	portion	100g	portion	100g	portion	as an ingredient?
Swiss style muesli	T-0 .		_				_			
Asda No Added Sugar Or Salt Swiss Style Muesli	100ml milk		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		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		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		12.75	5.80	2.90	0.80	0.40	0.30	0.15	No
Tesco Swiss Style Muesli	50g cereal, 125ml milk		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		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

<sup>&</sup>lt;sup>1</sup>All milk is semi-skimmed

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- 3) All calculated figures are given to 2 decimal places; other figures are given as they appear on the label



# Oats and oat cereals

Product	Dats and oat cereal	3 						-4:			<u> </u>
Product										-14	Is hydrogenated
Instant oats (ready-to-eat)   Tesco Ready To Eat Hot Oat   250g ready to eat cereal   1.30   3.10   1.40   3.40   0.40   1.00   Trace   Trace   No		What's in a									
Instant oats (ready-to-eat)   Tesco Ready To Eat Not Oat   Coreal   Corea	Product	portion? <sup>1</sup>									
Tesco Ready To Eat Hot Oat   250g ready to eat cereal   1.30   3.10   1.40   3.40   0.40   1.00   Trace   Trace   No		po. c.o									
Cereal		250g ready to						I			
Asda Simply Porridge   27g cereal, 180ml milk   1.50   0.41   8.00   2.16   1.60   0.43   Trace   Trace   No	-		1.30	3.10	1.40	3.40	0.40	1.00	Trace	Trace	No
Asda Simply Porridge   27g cereal, 180ml milk   1.50   0.41   8.00   2.16   1.60   0.43   Trace   Trace   No	Instant oats (with stabiliser)					-	•	•		-	
Quaker Oatso Simple   27g cereal,											
Driginal   180ml milk   1.00   0.27   8.50   2.30   1.50   0.41   Trace   Trace   No			1.50	0.41	8.00	2.16	1.60	0.43	Trace	Trace	No
Scort's So-Easy   30g cereal,   Microwaveable Porage Oats   200ml milk   1.00   0.30   8.50   2.55   1.50   0.45   Trace   Trace   No			4.00	0.07	0.50	2.20	4 50	0.44	+	-	M
Microwaveable Porage Oats   200ml milk   1.00   0.30   8.50   2.55   1.50   0.45   Trace   Trace   No   Trace   Trace   No   Porridge   180ml milk   0.80   0.16   5.10   1.02   0.80   0.16   Trace   Trace   No   Porridge   Porridge   Trace   Trace   No   Porridge   Trace   Trace   No   Porridge   Trace   Porridge   Porridge   Trace   Porridge   Porridge   Trace   Porridge   Trace   Porridge   Porri			1.00	0.27	8.50	2.30	1.50	0.41	Irace	Irace	No
Tesco Kids Wholegrain		,	1 00	0.30	8 50	2 55	1 50	0.45	Trace	Trace	No
Porridge			1.00	0.30	0.50	2.33	1.50	0.43	Hace	Hace	140
Tesco Micro Oats Original   27g cereal, 180ml milk   1.50   0.41   8.10   2.19   1.60   0.43   Trace   Trace   No			0.80	0.16	5.10	1.02	0.80	0.16	Trace	Trace	No
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 stabiliser	and vitamins)									
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	(11111111111111111111111111111111111111										
Asda Ready Oats	Tesco Micro Oats Original	180ml milk	1.50	0.41	8.10	2.19	1.60	0.43	Trace	Trace	No
Asda Ready Oats	Instant oats (with oat flour	or bran, stabilis	er and	vitamins	)						
Morrisons Instant Hot Oat   Cereal   1.80   0.70   8.70   3.50   1.20   0.50   Trace   Trace   No		30g cereal,									
Cereal   40g cereal   1.80   0.70   8.70   3.50   1.20   0.50   Trace   Trace   No	,	150ml milk	1.80	0.54	9.00	2.70	1.20	0.36	0.03	0.01	No
Quaker Oats Take Heart   32g cereal, 200ml milk   0.90   0.29   7.00   2.24   1.30   0.42   Trace   Trace   No		40	4 00	0.70	0.70	2.50	4 20	0.50	т	<b>T</b>	NI-
Quaker Oats Take Heart         200ml milk         0.90         0.29         7.00         2.24         1.30         0.42         Trace         Trace         No           Sainsbury's Instant Hot Oat Cereal Cereal         40g cereal, 200ml milk         1.80         0.72         8.70         3.48         1.20         0.48         <0.25	Cereal		1.80	0.70	8.70	3.50	1.20	0.50	irace	irace	NO
Sainsbury's Instant Hot Oat   A0g cereal, 200ml milk   1.80   0.72   8.70   3.48   1.20   0.48   <0.25   <0.10   No	Quaker Qats Take Heart		0.90	0.29	7 00	2 24	1 30	0.42	Trace	Trace	No
Cereal   200ml milk   1.80   0.72   8.70   3.48   1.20   0.48   <0.25   <0.10   No   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   No   No   No   No   No   No   N			0.70	0.27	7.00		1.50	0.12	Huce	Hace	110
Tesco Instant Hot Oat Cereal   150ml milk   1.80   0.54   8.70   2.61   1.20   0.36   Trace   Trace   No   Weetabix Ready Brek   30g cereal   1.80   0.50   8.70   2.60   1.20   0.40   <0.10   <0.10   No   No	_		1.80	0.72	8.70	3.48	1.20	0.48	<0.25	< 0.10	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 Hearty Porridge         30g cereal         1.80         0.50         8.70         2.60         1.20         0.40         Trace         No           Weetabix Seriously Oaty Hearty Porridge         35g cereal         1.00         0.40         8.30         2.90         1.50         0.50         Trace         No           Instant oats (with oat flour or bran stabiliser, vitamins and flavouring)         Asda Simply Porridge Syrup Flavour         180ml milk 180ml milk 25.00         11.70         6.00         2.34         1.10         0.43         Trace         Trace No           Quaker Oatso Simple Apple & Blackberry Flavour (PP)         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)         180ml milk 24.00         9.12         6.00         2.28         1.10         0.42         0.75         0.29         No           Quaker Oatso Simple Golden 39g cereal, Raspberry         180ml milk 28.00         10.92         6.00         2.34         1.00         0.39         0.75         <											
Original   30g cereal   1.80   0.50   8.70   2.60   1.20   0.40   <0.10   <0.10   No		150ml milk	1.80	0.54	8.70	2.61	1.20	0.36	Trace	Trace	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         39g cereal, 180ml milk         39g cereal, 39g cereal, 180ml milk         0.00         11.70         6.00         2.34         1.10         0.43         Trace         No           Quaker Oatso Simple Apple & Blackberry Flavour         180ml milk 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)         180ml milk 180ml milk         24.00         9.12         6.00         2.28         1.10         0.42         0.75         0.29         No           Quaker Oatso Simple Golden Syrup         36g cereal, 180ml milk         28.00         10.92         6.00         2.34         1.00         0.39         0.75         0.29         No           Quaker Oatso Simple	-	20	1 00	0.50	0.70	2.40	4 20	0.40	.0.10	.0.40	Ma
Weetabix Seriously Oaty   Hearty Porridge   35g cereal   1.00   0.40   8.30   2.90   1.50   0.50   Trace   Trace   No	Original	30g cereal	1.80	0.50	8.70	2.60	1.20	0.40	<0.10	<0.10	NO
Weetabix Seriously Oaty   Hearty Porridge   35g cereal   1.00   0.40   8.30   2.90   1.50   0.50   Trace   Trace   No	We stable Contactly Oats	20	4 00	0.50	0.70	2.40	4 20	0.40	т	<b>T</b>	NI-
Hearty Porridge   35g cereal   1.00   0.40   8.30   2.90   1.50   0.50   Trace   Trace   No		30g cereal	1.80	0.50	8.70	2.60	1.20	0.40	irace	irace	NO
Instant oats (with oat flour or bran stabiliser, vitamins and flavouring)		35g cereal	1 00	0.40	8 30	2 90	1 50	0.50	Trace	Trace	No
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         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)         180ml milk         24.00         9.12         6.00         2.28         1.10         0.42         0.75         0.29         No           Quaker Oatso Simple Golden Syrup         180ml milk         28.00         10.92         6.00         2.34         1.00         0.39         0.75         0.29         No           Quaker Oatso Simple Golden Syrup         36g cereal, 82.00         10.92         6.00         2.34         1.00         0.39         0.75         0.29         No           Quaker Oatso Simple For Kids Super Strawberry (VP)         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)         150ml milk         32.00         9.60         13.00         3.90         6.00         1.80							1.50	0.50	Hacc	пасс	110
Flavour			r, vitar	nins and	flavou	ring)		T			
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)         180ml milk         24.00         9.12         6.00         2.28         1.10         0.42         0.75         0.29         No           Quaker Oatso Simple Golden Syrup         180ml milk         28.00         10.92         6.00         2.34         1.00         0.39         0.75         0.29         No           Quaker Oatso Simple Raspberry         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)         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)         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)         150ml milk         32.00         8.96         12.00         3.36         5.50 </td <td></td> <td></td> <td>30.00</td> <td>11 70</td> <td>6.00</td> <td>2 34</td> <td>1 10</td> <td>0.43</td> <td>Trace</td> <td>Trace</td> <td>No</td>			30.00	11 70	6.00	2 34	1 10	0.43	Trace	Trace	No
& Blackberry Flavour       180ml milk       25.00       9.75       6.00       2.34       1.10       0.43       0.50       0.20       No         Quaker Oatso Simple (VP)       180ml milk       24.00       9.12       6.00       2.28       1.10       0.42       0.75       0.29       No         Quaker Oatso Simple Golden Syrup       180ml milk       28.00       10.92       6.00       2.34       1.00       0.39       0.75       0.29       No         Quaker Oatso Simple Raspberry       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)       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)       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)       150ml milk       32.00       8.96       12.00       3.36       5.50       1.54       Trace       Trace       Yes         Sainsbury's Easy Oats Apple       36g cereal,       36			30.00	11.70	0.00	2.54	1.10	0.43	Trace	Hacc	110
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       180ml milk       28.00       10.92       6.00       2.34       1.00       0.39       0.75       0.29       No         Quaker Oatso Simple Raspberry       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)       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)       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       36g cereal, 3			25.00	9.75	6.00	2.34	1.10	0.43	0.50	0.20	No
Quaker Oatso Simple Golden         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         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)         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)         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         36g cereal,	Quaker Oatso Simple Baked	38g cereal,									
Syrup         180ml milk         28.00         10.92         6.00         2.34         1.00         0.39         0.75         0.29         No           Quaker Oatso Simple Raspberry         180ml milk         22.10         7.96         6.30         2.27         2.10         0.76         0.50         0.18         No           Quaker Oatso Simple For Kids Terrific Toffee (VP)         150ml milk         32.00         9.28         12.00         3.48         5.50         1.60         Trace         Trace         Yes           Quaker Oatso Simple For Kids Very Vanilla (VP)         28g cereal, 150ml milk         32.00         9.60         13.00         3.90         6.00         1.80         Trace         Trace         Yes           Sainsbury's Easy Oats Apple         36g cereal,			24.00	9.12	6.00	2.28	1.10	0.42	0.75	0.29	No
Quaker Oatso Simple Raspberry Raspbe			20.00	10.03	6.00	2 24	1.00	0.20	0.75	0.30	Ma
Raspberry 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) 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) 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) 150ml milk 32.00 8.96 12.00 3.36 5.50 1.54 Trace Trace Yes Sainsbury's Easy Oats Apple 36g cereal,			28.00	10.92	6.00	2.34	1.00	0.39	0.75	0.29	INO
Quaker Oatso Simple For Kids Super Strawberry (VP)29g cereal, 150ml milk32.009.2812.003.485.501.60TraceTraceYesQuaker Oatso Simple For Kids Terrific Toffee (VP)30g cereal, 150ml milk32.009.6013.003.906.001.80TraceTraceYesQuaker Oatso Simple For Kids Very Vanilla (VP)28g cereal, 150ml milk32.008.9612.003.365.501.54TraceTraceYesSainsbury's Easy Oats Apple36g cereal, 36g cereal,36g cereal, 36g cereal,36g cereal, 36g cereal,36g cereal, 36g cereal,36g cereal, 36g cereal,36g cereal, 36g cereal,			22 10	7.96	6.30	2.27	2.10	0.76	0.50	0.18	No
Kids Super Strawberry (VP) 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) 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) 150ml milk 32.00 8.96 12.00 3.36 5.50 1.54 Trace Trace Yes  Sainsbury's Easy Oats Apple 36g cereal,				,0	3.30	/		3., 0	3.30	30	110
Kids Terrific Toffee (VP) 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) 150ml milk 32.00 8.96 12.00 3.36 5.50 1.54 Trace Trace Yes Sainsbury's Easy Oats Apple 36g cereal,	Kids Super Strawberry (VP)		32.00	9.28	12.00	3.48	5.50	1.60	Trace	Trace	Yes
Quaker Oatso Simple For Kids Very Vanilla (VP) 150ml milk 32.00 8.96 12.00 3.36 5.50 1.54 Trace Trace Yes Sainsbury's Easy Oats Apple 36g cereal,			20.0	0.10	12.25	2 22		4 55		_	
Kids Very Vanilla (VP) 150ml milk 32.00 8.96 12.00 3.36 5.50 1.54 Trace Trace Yes Sainsbury's Easy Oats Apple 36g cereal,			32.00	9.60	13.00	3.90	6.00	1.80	Trace	Trace	Yes
Sainsbury's Easy Oats Apple 36g cereal,			32.00	Q 04	12.00	2 24	5.50	154	Trace	Traco	Voc
			32.00	0.70	12.00	3.30	3.30	1.54	irace	nace	162
	Flavour (VP)	180ml milk	26.40	9.50	6.00	2.16	1.20	0.43	0.50	0.18	No
Sainsbury's Easy Oats Golden 39g cereal,											
Syrup Flavour (VP)         180ml milk         29.60         11.54         5.80         2.26         1.10         0.43         0.50         0.20         No	Syrup Flavour (VP)	180ml milk	29.60	11.54	5.80	2.26	1.10	0.43	0.50	0.20	No

				١	Nutrition	inform	ation			Is hydrogenated	
		Su	igars		Fat	Satı	urates	S	alt	vegetable oil	
	What's in a	per	per	per	per	per	per	per	per	listed as an	
Product	portion? <sup>1</sup>	100g	portion	100g	portion	100g	portion	100g	portion	ingredient?	
Instant oats (with oat flour		r, vitar	mins and	flavou	ring) con	tinued					
Sainsbury's Easy Oats	27g cereal,										
Original (VP)	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		20.00	0.40		0.50	4 20	0.50	_	_		
Spiced Apple and Sultana	40g cereal	22.80	9.10	6.30	2.50	1.30	0.50	Trace	Trace	No	
Weetabix Ready Brek	20	22.70		0.20	2.00	2.00	4.40	0.25	0.00	M-	
Strawberry Swirls	30g cereal	22.70	6.80	9.20	2.80	3.80	1.10	<0.25	<0.08	No	
Plain oats*	<b>1</b>		1				_				
Asda Scottish Porridge Oats	50g cereal	2.80	1.40	4.80	2.40	1.40	0.70	Trace	Trace	No	
Jordans Organic Porridge	40g cereal,										
Oats	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	
	45g cereal,										
	310ml skimmed										
Scott's Porage Oats Original	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	
										1.10	
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	50.	2 20	4 30	F 00	2.50	4.60	0.00	0.25	0.43		
Oats With Bran	50g cereal	2.30	1.20	5.00	2.50	1.60	0.80	<0.25	<0.13	No	

<sup>&</sup>lt;sup>1</sup>All 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
- \* 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.



# Puffed wheat cereals

				Nı	utrition i	nformat	tion			ls
	What's in	Sug per	gars per	F per	<b>at</b> per	Satu per	rates per	S per	alt per	hydrogenated vegetable oil listed as an
Product	a portion?1	100g	portion	100g	portion		portion		portion	ingredient?
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 flavo	ur									
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

<sup>&</sup>lt;sup>1</sup>All milk is semi-skimmed

- 1) Where appropriate, per portion figures have been calculated to exclude any contribution fr (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 contrib  $Salt = sodium \ labelled \ x \ 2.5$
- 3) All calculated figures are given to 2 decimal places; other figures are given as they appear



# Shredded wheat cereals

				N	utrition i	nforma	tion			Is hydrogenated
	What's in a	Su	gars		at	Satu	ırates		alt	vegetable oil
Product	portion? <sup>1</sup>	per 100g	per portion	per 100g	per portion	per 100g	per portion	per 100g	per portion	listed as an ingredient?
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	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 su										
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

## <sup>1</sup>All 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:  $Salt = sodium \ labelled \times 2.5$
- 3) All calculated figures are given to 2 decimal places; other figures are given as they appear on the label



#### Toasted rice cereals

loasted rice cere				Nı	utrition i	nformat	tion			la buduananatad
		Sug	gars		at		ırates	S	alt	Is hydrogenated vegetable oil
	What's in a	per	per	per	per	per	per	per	per	listed as an
Product	portion? <sup>1</sup>	100g	portion	100g	portion	100g	portion	100g	portion	ingredient?
Chocolate flavour	20									
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		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

<sup>&</sup>lt;sup>1</sup>All 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



#### Wheat biscuit cereals

Wileat biscuit Co				Nı	ıtrition iı	nformat	ion			Is hydrogenated		
		Su	gars	F	at	Satu	ırates	S	alt	vegetable oil		
Product	What's in a portion? <sup>1</sup>	per 100g	per portion	per 100g	per portion	per 100g	per portion	per 100g	per portion	listed as an ingredient?		
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	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		

<sup>&</sup>lt;sup>1</sup>All 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  $\times$  2.5
- 3) All calculated figures are given to 2 decimal places; other figures are given as they appear on the label



# Miscellaneous cereals

				Nı	utrition i	nformat	tion			Is hydrogenated
		Su	gars	F	at	Satu	ırates	S	alt	vegetable oil
	What's in a	per	per	per	per	per	per	per	per	listed as an
Product	portion? <sup>1</sup>	100g	portion	100g	portion	100g	portion	100g	portion	ingredient?
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

<sup>&</sup>lt;sup>1</sup>All milk is semi-skimmed

- 1) Where appropriate, per portion figures have been calculated to exclude any contribution f (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 contrit  $Salt = sodium\ labelled\ x\ 2.5$
- 3) All calculated figures are given to 2 decimal places; other figures are given as they appear



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

Cereals targeted at children	l those w	ith pi	ctures					it or t	.ket		
		Sus	gars		utrition i at		ion rates	S	alt	Is hydrogenated vegetable oil	
Product	What's in a portion? <sup>1</sup>	per 100g	per portion	per 100g	per portion	per 100g	per portion	per 100g	per portion	listed as an ingredient?	Could this be advertised?*
Crunch	po. c.o			3							4470.000
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	, box co.cut	20.00	15150		71.10		2.50	017.0	0.00	.,,0	110
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	125mc mick	23.00	7.50	1.00	0.30	0.40	0.12	1.20	0.30	110	110
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
	30g cereal, 125ml milk	19.80	5.94	3.20	0.96	0.60	0.18	0.75	0.23		
Tesco Kids Multigrain Stars General - chocolate flavour	123IIIL IIIILK	19.00	3.94	3.20	0.90	0.60	0.16	0.73	0.23	No	Yes
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
Kellogs 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 30g cereal,	26.20	7.90	12.80	3.80	2.00	0.60	0.25	0.08	Yes	No
Nestle Cookie Crisp Cereal	125ml milk 30g cereal,	36.20	10.86	3.40	1.02	1.10	0.33	1.20	0.36	No	No
Nestle Nesquik Cereal Tesco Kids Multigrain Cocoa Cereal With	125ml milk 30g cereal,	36.10	10.83	4.10	1.23	1.60	0.48	0.60	0.18	No	No
Prebiotic	125ml milk	26.60	7.98	2.00	0.60	0.70	0.21	0.75	0.23	No	Yes
Hoops	1 20 :		I 1							I	
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 Honev Loops	30g cereal, 125ml milk	34.00	10.20	3.00	0.90	0.50	0.15	1.35	0.41	No	No
Morrisons Honev Hoops	30g cereal	31.60	9.40	3.20	1.00	0.60	0.20	1.40	0.40	No	No
Sainsburv'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
Sainsburv'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 Honev	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

		Nutrition information								Is hydrogenated	
	What's in a		gars		at		rates		alt	vegetable oil	
Product	portion? <sup>1</sup>	per 100g	per portion	per 100g	per portion	per 100g	per portion	per 100g	per portion	listed as an ingredient?	Can this be advertised?
Malted Wheats	portion:	1005	portion	1005	portion	1005	portion	1005	portion	iligi edielit:	auvertiseu:
marca micaes											
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,	15.50	6.98	1.90	0.86	0.40	0.18	1.00	0.45	No	Yes
Nestie Shreddies	125ml milk 30g cereal,	13.30	0.98	1.90	0.66	0.40	0.16	1.00	0.43	NO	res
Sainsburv's Malties	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	29g cereal,										
Strawberry (VP)	150ml milk	32.00	9.28	12.00	3.48	5.50	1.60	Trace	Trace	Yes	No
Quaker Oatso Simple For Kids Terrific	30g cereal,										
Toffee (VP)	150ml milk	32.00	9.60	13.00	3.90	6.00	1.80	Trace	Trace	Yes	No
Quaker Oatso Simple For Kids Very	28g cereal,	22.00	0.04	42.00	2.24	F F0	4.54	_	_	v	.,
Vanilla (VP)	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
resea Rias Whotegram For lage	TOOMCIME	0.00	0.10	3.10	1.02	0.00	0.10	Hacc	Hacc	NO	103
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
Weetably Ready Blek Chocotate Swirts	Jog Cereat	22.00	0.00	11.40	3.40	4.70	1.40	V0.23	₹0.00	NO	110
W	20 1	4.00	0.50	0.70	2.40	4.00	0.40	0.40	0.40		
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	1										.,,,
	30g cereal,										
Asda Golden Puffs	125ml milk	55.00	16.50	1.20	0.36	0.30	0.09	Trace	Trace	No	No
Quaker Sugar Buffs	30g cereal	25.00	10.60	1.60	0.50	0.20	0.10	Trace	Trace	No	No
Quaker Sugar Puffs	20g cereal,	35.00	10.60	1.00	0.50	0.20	0.10	irace	Irace	NO	NO
Sainsbury's Golden Puffs	125ml milk	49.50	9.90	1.40	0.28	0.20	0.04	<0.1	<0.02	No	No
Toasted Rice	_										
	30g cereal,	20.00						0.00			
Asda Choco Snaps	125ml milk	38.00	11.40	2.40	0.72	1.30	0.39	0.98	0.29	No	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	No
	30g cereal,										
Kelloggs Rice Krispies	125ml milk	10.00	3.00	1.00	0.30	0.20	0.06	1.65	0.50	No	Yes
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	Yes
verrozza vice vi izhiaz warrizi gili	30g cereal,	20.00	0.00	3.00	0.90	0.40	0.12	0.40	0.12	INO	162
Kelloggs Ricicles	125ml milk	40.00	12.00	0.70	0.21	0.20	0.06	1.15	0.35	No	No
	30g cereal,										
Sainsburv's Choco Snaps	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
Janispary 5 RICE FODS	123IIICIIIILK	7./0	4.71	1.30	0.37	0.00	0.10	1.00	0.40	INU	162

<sup>1</sup>All 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
- $Salt = sodium \ labelled \ x \ 2.5$  3) All calculated figures are given to 2 decimal places; other figures are given as they appear on the label
- \* 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.

