

GOING AGAINST THE GRAIN



which?

CEREALS REPORT 2009

HELPING US ALL MAKE HEALTHY CHOICES

Which? has been campaigning for many years for governments and the food industry to do more to help consumers make healthy eating choices. Our research¹ has shown that four out of five people are actively trying to make healthier choices, but there are still many barriers that make it difficult for them.

Of course we are all ultimately responsible for what we eat. But exercising that responsibility is much harder when products that we thought were healthy prove to be high in fat, sugar or salt. Or when we are offered incomplete or disingenuous information, or have our children pester us for less healthy options because of irresponsible promotions.

Based on current trends, almost 60% of the UK population will be obese by 2050. This will lead to further increases in related health problems from heart disease to type 2 diabetes and result in an estimated cost to society of £49.9 billion a year.

Carrying on as we are is not an option. Instead, government and all parts of the food industry – manufacturers, retailers and catering services – must dramatically up their game to help us avoid the personal misery and the cost to society of these preventable diseases.

Which? regularly assesses the food market – from sandwiches to ready meals to takeaway foods. In this report, we've taken a look at the cereals market – to find out what's in our favourite varieties, whether it is easy to find healthy options and what more can be done to increase choice.



About Which?

INDEPENDENT EXPERT ADVICE YOU CAN TRUST

Which? is a non-profit-making organisation that aims to make consumers as powerful as the organisations they deal with in their daily lives.

Which? campaigns to get a fairer deal for all consumers on a wide range of issues, tests more than 2,000 products a year and publishes the results of this rigorous testing and expertise in a wide range of magazines and books, and through an online subscription service and new digital store.

Which? is entirely independent – we take no ads or freebies and pay full price for everything we test. As a result, Which? is the number one independent source of buying advice in the UK, with more than one million customers.

CEREALS REPORT 2009

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A HEALTHY START?

We eat more breakfast cereal than anywhere else in Europe, so what progress are manufacturers making in providing and marketing healthier breakfast choices?

WHAT'S IN YOUR BOWL?
Of all the cereals
that we found to be
'less healthy', only two
didn't carry some kind
of nutrition claim
on the box

RISE AND SHINE

Breakfast cereals are an essential part of many UK diets. They are a quick and easy breakfast choice, particularly for children, and have a long-standing healthy image. With a vast range of products, there is plenty of scope to promote healthier breakfast choices.

However, Which? research in 2006 found that leading cereal manufacturers rarely take this chance. Instead we found they all too often make inappropriate use of 'health claims' on less healthy foods, heavily promote sugary cereals to children or fail to use clear, transparent front-of-pack labelling.

We wanted to see how much progress has been made over the past three years. We found that there has been some improvement particularly in relation to reducing salt levels in the cereals. However, it can still be a struggle to find a healthy choice, especially when choosing from the cereals targeted at children.

Our 2009 analysis of 100 top cereals has found:

SOME POSITIVE CHANGES

- Salt levels have been reduced since our last report in 2006.
- None of the cereals contained unhealthy hydrogenated fats this time.
- There are individual examples of good practice, eg Weetabix has reformulated its cereals so they're a healthier choice and can be advertised to children.

MORE ACTION NEEDED OVERALL

- Sugar levels are still far too high – the majority of cereals were high in sugar.
- Only one of the cereals marketed at children wasn't high in sugar.
- Of all the cereals that we found to be 'less healthy', only two didn't carry a nutrition claim.
- Cereals are still labelled inconsistently; many manufacturers and some shops still aren't using the Government's traffic light labelling scheme.

After three years of mixed progress, Which? is therefore calling once again for all cereal manufacturers to help consumers make informed and healthy choices by:

- Continuing to lower salt levels.
- Providing more cereals that aren't high



in sugar and targeting healthier cereals at children.

- Using nutrition claims appropriately, including healthy eating range logos.
- Stopping the marketing of less healthy cereals to children.
- Using cartoon characters to promote healthier cereals, not those high in sugar.
- Adding the traffic light labelling system to cereals.

OUR ANALYSIS

In January 2009, we bought 100 cereals from the main supermarkets. Products were chosen based on their current market share. We excluded hot cereals and mueslis from our research because, despite growth in sales in recent years, they remain a small percentage of the market overall.

We looked at the amount of fat, saturates, sugar and salt that the 100 cereals contained and applied the Food Standard Agency's (FSA) traffic light labelling system where possible, which uses red, amber and green symbols to show whether levels of these nutrients are high, medium or low.

We also analysed the cereals using the FSA's nutrient profiling scheme (see below), which determines whether products are a 'healthier'

or 'less-healthy' choice and looked to see how they were promoted, including techniques targeted at children and any nutrition or health claims that are made on their behalf.

TARGET SETTING FOR SALTS AND SUGARS

In March 2006, the FSA published salt reduction targets to guide manufacturers and help reduce our salt intake to 6g per day. We looked at how many cereals are currently meeting the targets that the FSA wants companies to achieve by 2010.

We have also looked to see if any are already meeting the stricter criteria the FSA has proposed for 2012.² Well over half of the cereals we analysed were high in sugar. This included a staggering 96% of the cereals that are aimed at children.

Although there has been a big reduction in the number of cereals that were high in salt since our previous analysis of 275 cereals in 2006, still only 15 received a green light for this nutrient. None of the cereals were high in fat, although four were high in saturates.

Using the nutrient profiling system, just over a quarter of the cereals were classed as 'healthier' products.

Nutrient profiling

Nutrient profiling³ has been developed by the FSA to classify foods into those that should and should not be targeted at children through TV advertising. It categorises foods based on their nutrient content. The profiling uses a scoring system which recognises beneficial nutrients that are important in children's

diets (protein, fibre, fruit and vegetables, and nuts) and penalises food with those things they should eat less of (energy, saturated fats, salt and sugars). Food and drinks with a score above a certain level are classed as 'less healthy' and restrictions on how these foods can be advertised on TV will apply.

WHAT WE FOUND

Cereals contain shockingly high sugar levels, though progress is being made in other areas

RED LIGHT FOR SUGAR

Astonishingly, 59 of the cereals we were able to analyse receive a red light for sugar, while only eight get a green. Almost half of the cereals high in sugar are aimed at children. Morrisons Choco Crackles had the most, 38.4g per 100g.

We found 31 cereals with more than four teaspoons of sugar per portion (see p8 for details on portion sizes). In 25 cases, this was purely down to added sugars rather than those from fruit. A further 10 cereals appear to be high in sugar, but we couldn't apply the criteria because we couldn't distinguish the sugar from fruit from the information provided. Fruit sugars contain the same number of calories and can contribute towards tooth decay but also provide beneficial nutrients from the fruit.

We found that 22 of the cereals that are aimed at children have more sugar per suggested serving than a jam doughnut.

Some high-sugar cereals are ones you might think of as healthier options, such as Kellogg's All-Bran, Kellogg's Bran Flakes, and Kellogg's Special K. Just three cereals (Nestlé Shredded Wheat, Grape-Nuts (from Kraft) and Nature's Path Organic Millet Rice Oatbran Flakes) had no added sugar.

SALT CONTENT IN CEREALS

Salt might not be something we associate with breakfast cereals, but eight products out of the 100 tested, got a red light for this nutrient. This is an improvement on 2006, when nearly a fifth were high in salt, so many reductions have been made. However, only 15 of the 100 received a green light.

Two cereals aimed at children had a high salt content: Kellogg's Honey Loops and

WHAT'S IN YOUR BOWL?
Nestlé Shredded Wheat was the only cereal in our analysis to receive a green light for all nutrients

SUGAR: THE WORST OFFENDERS

CEREAL	Sugar/ 100g
Morrisons Choco Crackles	38.4g
Kellogg's Coco Pops Moons & Stars	37g
Kellogg's Frosties	37g
Kellogg's Ricicles	37g

SALT: THE WORST OFFENDERS

CEREAL	Salt/ 100g
Tesco Special Flakes	2.0g
Kellogg's Corn Flakes	1.8g
Kellogg's Honey Loops	1.8g
Morrison's Honey Nut Corn Flakes	1.8g
Whole Earth Organic Corn Flakes	1.8g
Kellogg's Rice Krispies	1.65g
Sainsbury's Be Good To Yourself Balance	1.60g
Tesco Corn Flakes	1.60g

DISTRACTING HEALTHY CLAIMS

Walk down a supermarket cereal aisle and you'll spot claims for wholegrain or fibre content, vitamins, minerals and more. Manufacturers too often promote a cereal's wholesome image without pointing out high sugar, salt or saturates. Thanks to constant campaigning by Which? and others, this should soon change.

INTRODUCING TIGHTER LAWS

New regulations⁴ should stop companies making health and nutrition claims that can't be substantiated or for foods that are high in fats, sugar or salt. The regulations specify that criteria should be developed by the EU, based on advice from the European Food Safety Authority (EFSA). The exact criteria for the regulations are still being discussed. Which? is concerned that they will be too lenient in relation to breakfast cereals. We don't want consumers to get mixed messages about whether a cereal is genuinely healthy or not. The current legislation also requires that, by 2010, only approved health claims can be used by cereal manufacturers. New health claims will have to be checked by the EFSA.

CONFUSING INFORMATION

In the meantime, manufacturers continue to promote the health benefits of cereals high in sugar, saturates or salt. All but two of the less healthy cereals made some health/nutrition claim. Most of the high-sugar and high-salt cereals, for example, make claims about their wholegrain or vitamins and iron content. In addition:

- Kellogg's Bran Flakes are high in sugar but make 'healthy' claims for their fibre and wholegrain content, low saturated fat, and added vitamins and iron.
- Several high-sugar cereals say they can help you lose weight. For example, Kellogg's Crunchy Nut and Kellogg's Special K invite you to 'Take the... slimmer jeans challenge', which involves substituting cereal for another meal other than breakfast.

SUGAR: LOWER SUGAR OPTIONS

CEREAL	Sugar/ 100g
Nestlé Shredded Wheat	0.9g
Weetabix Oatibix	3.2g
Whole Earth Organic Corn Flakes	4.0g
Asda Wheat Bisks	4.4g
Morrisons Wheat Biscuits	4.4g
Sainsbury's Wholewheat Biscuits	4.4g
Tesco Wheat Biscuits	4.4g
Weetabix	4.4g

SALT: LOWER SALT OPTIONS

CEREAL	Salt/ 100g
Jordans Crunchy Oats: The Original with raisins, almonds & honey	Trace
Jordans Crunchy Oats: The Original with special fruits & nuts	Trace
Kellogg's Optivita Raisin Oat Crisp	Trace
Mornflake Traditional Crunchy	Trace
Nestlé Honey Nut Shredded Wheat	Trace
Nestlé Shredded Wheat	Trace

- Sainsbury's Be Good to Yourself Balance is advertised as less than 3% fat, but is high in both salt and sugar.
- High-sugar Weetabix Minis Chocolate Crisp is claimed to have ingredients that can 'help you to concentrate' and 'fibre that helps to fill you up so that you are less likely to nibble, as well as to look after your digestive system'.
- Weetabix Oatibix Bitesize Chocolate & Raisin contains prebiotics which it's claimed 'help keep tummies healthy'. However, it's high in sugar.
- Some cereals have more general claims. Nestlé's Almond Oats & More and Honey Oats & More say they will 'make it easier for you to stay healthy'. High-salt Whole Earth Organic Corn Flakes carry a 'low fat, low saturates' claim and says 'feel free to indulge yourself'. These random claims distract consumers from the overall nutritional content of the cereals.

REDUCED FAT, BUT FULL OF SUGAR
We found seven cereals making reduced fat claims, such as 'less than 3% fat'. These included high-sugar products Kellogg's Special K, Kellogg's Special K Sustain and Sainsbury's Be Good to Yourself Balance. Two of the remaining four weren't high in sugar. We don't know about the other two as Kellogg's has not provided the added sugar information needed for us to work out whether sugar content was high or medium. Sainsbury's Be Good to Yourself Balance was also high in salt.



LABELLING CONFUSION

A FAIR COMPARISON?

The FSA recommends that companies use its traffic light labelling scheme on cereals, but only cereals from Sainsbury's and one from ASDA do. Some manufacturers use % Guideline Daily Amounts (GDAs) instead, others simply show the nutrition information per 100g and per serving.

GDAs are a rough guide to the nutrient levels we should eat in a day. Some labels show what percentage of your GDA for various nutrients a recommended serving size of the cereal provides.

However, most don't use colour coding to show whether levels are high, medium or low, leaving you to work out whether your choices are balanced overall.

GDAs can be helpful, but our research shows that the majority of people find the traffic light system the easiest to use to compare products. The FSA is currently carrying out a full evaluation of how the different schemes work in practice with the aim of encouraging all manufacturers and retailers to use the same scheme. It will publish its recommendations later this year.

We found several problems comparing cereals that did not use the traffic light scheme as well as with comparing cereals in general.

EXAMPLE:

Nestlé Shreddies get an amber traffic light for salt, Kellogg's Rice Krispies a red. Yet the GDA information seems to suggest they contain similar amounts of salt – Shreddies with a serving providing 7% of the GDA, and Rice Krispies providing 8%.

Why? Nestlé uses a 45g serving size for this cereal, Kellogg's uses 30g.

EXAMPLE:

Nestlé claims that a serving of Coco Shreddies provides 15% of the GDA of sugar and 1% of the GDA of fat.

Kellogg's Coco Pops Moons & Stars appear to have less sugar (12% of the GDA) and a similar amount of fat (2% of the GDA).

Yet Coco Shreddies receive a green light for fat compared with Coco Pops Moons & Stars amber, and contain 7.6g less sugar per 100g.

WHY? Nestlé has used the GDAs for 5-10 year olds and a 45g serving size, while Kellogg's uses the adult amounts and a 30g portion.

DIFFERENT PORTION SIZES

Different companies can suggest different serving sizes, but these aren't always realistic. The manufacturer's serving sizes ranged from 25g to 50g. Often this varies depending on the type of cereal, but can be different for similar types of cereal too. More than half (54) recommended a 30g serving size.

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CHILDREN'S CEREAL WITH ADULT GDA

To complicate things even further, some cereals that are aimed at children display the percentages of the adult GDAs, which makes them appear to be better for children than they actually are.

These include breakfast cereals from Kellogg's, Morrisons and Tesco, as well as Sugar Puffs (Honey Monster Foods). Some of the cereals from Nestlé, Whole Earth and Dorset Cereals use the industry GDAs for 5-10 year-old children.

MILK INCLUDED?

The majority of the 100 breakfast cereals that we looked at included milk in the 'per serving' nutrition information which is shown on the back of the pack, which we think is confusing – 18 of them didn't include milk.

KIDS' CEREAL

A BRIGHT START FOR KIDS

Despite the growing incidence of childhood obesity in England and Ofcom TV advertising restrictions⁶, cereal manufacturers continue to use colourful cartoon characters to promote products high in sugar to children.

TECHNIQUES USED TO TARGET CHILDREN

Under Ofcom rules, adverts for foods that are high in fat, sugar or salt are not permitted in or around programmes with a 'particular appeal' to under-16s. Ofcom uses nutrient profiles to determine which foods can and can't be advertised at these times (see p5). What's worrying is that only three of the 28 children's cereals were classed as 'healthier': Kellogg's Rice Krispies Multi-grain Shapes, Weetabix Weetos and Nestlé Shreddies. The rest could not be advertised on TV when Ofcom's restrictions apply. But that doesn't mean they aren't marketed to children in other ways.

SUGARY ADVERTISING APPEALS

There are numerous examples of adverts for these sugary cereals with child-friendly content, from a cartoon Tony the Tiger training with Tibetan tiger monks, to adverts featuring children eating the cereals, and Coco Pops cartoon dancing milkmen. Like the



of free books for your child's school. Others encouraged children to interact with the box – Honey Monster Foods' Sugar Puffs features a word search, for example, and, once empty, Dorset Cereals Breakfast Projects boxes can be used to make a Victorian theatre or spaceship. Several cereals aimed to appeal directly to parents by promoting their health benefits. For example, Nestlé Cookie Crisp (with 35.3g added sugar) and Golden Nuggets (with 34g added sugar) give parents 'three reasons to give them Nestlé kid's cereals'. In fact, all 28 cereals aimed at children made some form of health or nutrition claim, despite their high sugar and/or salt content.

Cartoon characters are a fantastic way to encourage children to eat breakfast, but we think it's disappointing that they are usually used to promote less healthy cereals.

LAX RULES

Even though there are now TV restrictions in place, rules about the sorts of foods that can be advertised to children on TV do not go far enough. Ofcom classifies programmes as having a 'particular appeal' to children based on the proportion of the audience that is younger than 16, rather than the actual number watching. So a programme with a large audience may actually be watched by lots of children, yet not be covered by the rules. For example, an advert for Kellogg's Coco Pops featuring Coco the Monkey was recently aired during the break in Coronation Street, a programme popular with families.

MEDIA LOOPOLES

There are very limited controls relating to food packaging and new media in all forms of the advertising industry's own limited codes. The main code set out by the Committee of Advertising Practice (CAP) still allows the cereals classed as 'less healthy' to use non-broadcast promotions to appeal to children. Branded characters can be used to promote less healthy foods, and the CAP code doesn't



use the FSA's nutrient profiling system (see p5) to distinguish healthier from less healthy foods. It also mainly focuses on marketing to pre-school and primary age children. For internet promotions on companies' own websites, the Incorporated Society of British Advertisers (ISBA) has produced industry guidelines⁷, but these have the same weaknesses as the CAP code content.

CHAMPION THE HEALTHY OPTION

Of course, marketing can be used to promote healthier foods, as well. Yet healthier cereals that are advertised with child-friendly promotions are few and far between. In fact, we found just two examples: Nestle's 'Knitted By Nanas' website (although this also promotes the sugary versions of Shreddies) and a Shaun the Sheep book offer and drawing competition offered by Weetabix. Weetabix Weetos also have a child-friendly website, but this was not promoted on any packaging bought during our research.

We also found that the packaging of healthier cereals often promotes less healthy options, albeit as a treat. For example, we found that Nestle Shreddies advertise Coco and Honey versions and Rice Krispies Multi-grain Shapes invite you to try multi-grain Coco Pops Moons & Stars.

FEW HEALTHY CEREALS ARE PROMOTED IN A WAY THAT IS CHILD-FRIENDLY

HOW DO OTHER BREAKFAST OPTIONS COMPARE?

Nearly 60 of the 100 cereals in our shopping basket contained more sugar per recommended serving size than a jam doughnut. 16 of the cereals contained as much or more salt as a packet of salt and vinegar crisps. We looked at some other common breakfast options to see how they would compare.

Two slices of wholemeal toast with a reduced fat spread and reduced sugar apricot jam provides half the sugar of the sweetest cereals, less salt and saturates, and has the benefits of oats. See 'Cereals: the full breakdown', p12 for more information on individual cereals. ¹¹

BREAKFAST COMPARISON

	TOAST & JAM	SMOOTHIE	BOILED EGG & TOAST	PORRIDGE
Sugar	8.2g	14.5g	1.6g	8.9g
Fat	5.2g	1.9g	9.8g	5.2g
Saturates	1.3g	0.9g	2.8g	2.2g
Salt	0.7g	0.2g	0.5g	0.29g



A smoothie made with low fat natural yoghurt and a cup of strawberries makes a low-fat, low-salt breakfast with only natural sugars. A boiled egg and slice of toast gives just a fraction of the sugar provided by many cereals. The table below 'Breakfast comparison' shows how these options compare.

A bowl of porridge made with milk also offers a fraction of the sugar of the sweetened cereals, less salt and saturates, and has the benefits of oats. See 'Cereals: the full breakdown', p12 for more information on individual cereals. ¹¹

ACTION NEEDED

■ Here's what should happen to improve the healthiness of cereals - and our children

THREE YEARS ON – SOME POSITIVE PROGRESS

We've compared our results this time with our previous report on cereals from 2006⁸.

The area where we've seen most progress is salt content: only eight out of 100 cereals were classed high in salt in 2009, compared with almost a fifth of the 275 we looked at in 2006.

The other good news is that none of the cereals contained trans fats (which boost cholesterol in the blood and are thought to cause even more damage to the heart than saturated fats).

In July 2006, 11 cereals listed hydrogenated fat as an ingredient, which indicated they could contain trans fats. None of the children's cereals in our basket were high in saturates.

There was a lower proportion of high-sugar cereals overall too. However, there appears to have been little effort to reduce the sugar

content of children's cereals, with 27 of the 28 products that we analysed getting a red light.

It is particularly worrying that so many high-sugar cereals are still being marketed to children. Further salt reductions are also needed to meet the FSA's salt targets by 2010, but it is encouraging that some such as Alpen Luxury Oat Flakes & Clusters, Jordan's Crunchy Oats, Kellogg's Optivita, Nestle Shredded Wheat and Weetabix Weetos are already meeting the target. Some have even met the proposed 2012 target.

However, there are currently too many health and nutrition claims on less healthy products, and EU legislation needs to set strict standards to control this.

RENEWED CALL FOR CHANGE

Breakfast cereal is just one sector of the food industry, but it's an important area and one

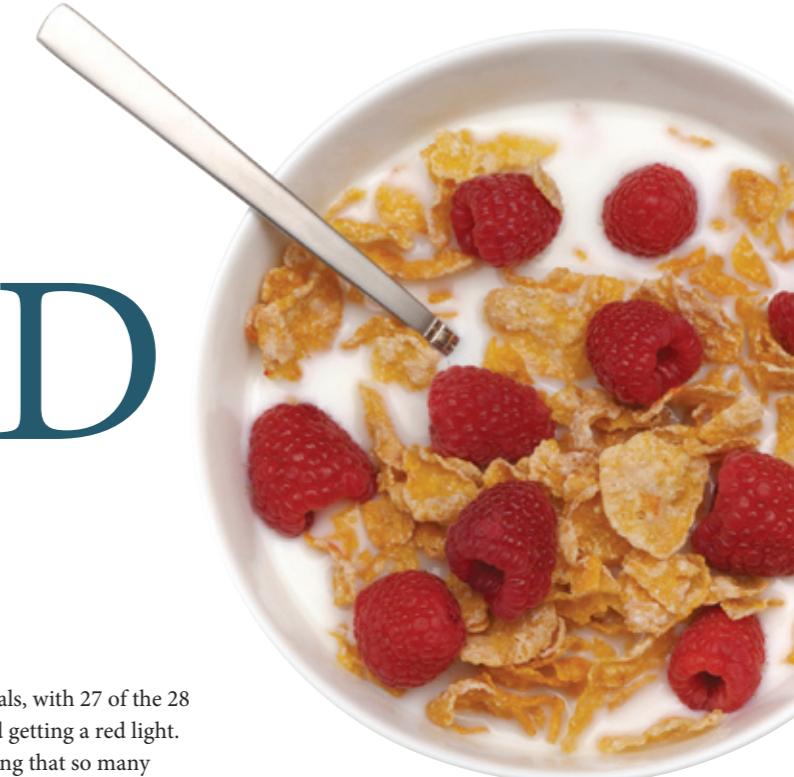
that has always been perceived as healthy. It's also dominated by a small number of companies that portray a healthy image.

It is therefore disappointing that it is still difficult to find healthier choices. Consumers aren't going to be able to do the detailed analysis that we have done for this report, when they're faced with the vast array of choices in the supermarket cereal aisle. There is, therefore, still a lot more that manufacturers can do to help consumers have a genuinely healthy start to the day.

In summary, we want to see more work done in the areas that set out below, 'Which? call to action'.

WHICH? CALL TO ACTION

- Stop marketing cereals high in sugar, salt or fat to children.
- Use the labelling scheme that works best for consumers – the FSA's traffic light labelling system. This makes it easy for consumers to identify the amounts of fat, sugar, salt and saturates in their foods.
- Make further cuts to the levels of sugar and salt products contain, where possible.
- Stop making health and nutrition claims on less healthy products, so that consumers are not misled.
- Develop and market a wider range of healthy cereals, so that consumers who want to eat healthily have a greater choice.
- Extend the TV advertising restrictions so that less healthy foods aren't targeted at children during programmes they are most likely to watch.
- Ensure restrictions cover the wide range of non-broadcast methods (such as product packaging, sponsorship and the internet) that are currently used to promote less healthy food to children. ¹¹



CEREALS: THE FULL BREAKDOWN

Children's cereals are highlighted in blue. Those marked (H) are defined healthier according to the FSA nutrient profiling model.

PRODUCT	(per 100g)	SUGAR	FAT	SATURATES	SALT
CORN					
Asda Cornflakes	8.9g	1.2g	0.4g	0.8g	
Asda Honey Nut Cornflakes	33.6g	4.5g	0.9g	0.8g	
Kellogg's Corn Flakes	8g	0.9g	0.2g	1.8g	
Kellogg's Crunchy Nut	35g	5g	0.9g	1.15g	
Kellogg's Crunchy Nut Nutty	33g	10g	2g	1g	
Kellogg's Frosties	37g	0.6g	0.1g	1.15g	
Kellogg's Multi-Grain Corn Flakes	14g	1.5g	0.4g	1g	
Morrisons Corn Flakes	8.9g	1.2g	0.4g	0.7g	
Morrisons Honey Nut Corn Flakes	33.6g	4.5g	0.9g	1.8g	
Sainsbury's Corn Flakes	8.9g	1.2g	0.4g	0.74g	
Sainsbury's Honey Nut Corn Flakes	33.6g	4.5g	0.9g	0.74g	
Tesco Corn Flakes	8.9g	1.2g	0.4g	1.6g	
Tesco Honey Nut Corn Flakes	33.6g	4.5g	1g	1.1g	
Whole Earth Organic Corn Flakes	4g	0.8g	0.2g	1.8g	
MULTI-GRAIN					
Dorset Cereals Breakfast Projects No.1 Original	18.4g	1.7g	0.4g	0.7g	
Dorset Cereals Breakfast Projects No.2 Apple	26.1g	1.8g	0.5g	0.6g	
Dorset Cereals Naturally Light Flakes with Cranberries, Cherries & Raspberries	8.1g	1.7g	0.5g	1.1g	
Dorset Cereals Tasty, Toasted Spelt, Barley & Oat Flakes	26.2g	11.3g	2.6g	1g	
Familia Swiss A.C.E. Balance Cereal	21g*	18g	5g	0.325g	
Jordans Country Crisp Flame Raisin	33g	12.9g	3.6g	0.37g	
Jordans Country Crisp Strawberry	24g	15.9g	4.5g	0.42g	
Kellogg's Coco Pops Coco Rocks	32g	10g	3.5g	0.9g	
Kellogg's Coco Pops Moons & Stars	37g	4.5g	2.5g	1g	
Kellogg's Crunchy Nut Bites	33g	15g	7g	1.5g	
Kellogg's Crunchy Nut Clusters Honey & Nut	25g	15g	5g	1g	
Kellogg's Crunchy Nut Clusters Milk Chocolate Curls	31g	18g	6g	0.9g	
Kellogg's Honey Loops	34g	3g	0.6g	1.8g	
Kellogg's Just Right	22g*	2g	0.4g	1.3g	

Kellogg's Multi-Grain Start	26g	3.5g	2g	1g
Kellogg's Rice Krispies Multi-Grain Shapes (H)	18g	2.5g	0.5g	0.4g
Kellogg's Special K Medley	22g*	2.5g	0.4g	1.15g
Nature's Path Organic Millet Rice Oat Bran Flakes Cereal	12.2g	5.8g	1.1g	0.925g
Nestlé Cheerios	21.6g	3.9g	1.1g	1.2g
Nestlé Cheerios Honey	35.1g	2.8g	0.8g	0.5g
Nestlé Cookie Crisp	35.3g	3.4g	1.1g	1g
Nestlé Curiously Cinnamon (formerly known as Cinnamon Grahams)	32.8g	9.9g	3.8g	1.2g
Nestlé Nesquik	35g	3.8g	1.6g	0.6g
Whole Earth Organic Tasty Cocoa Bears	36g	1.5g	0.5g	0.5g
OAT				
Weetabix Oatibix	3.2g	8g	1.3g	0.38g
Alpen Luxury Oat Flakes & Clusters	23.2g	13.9g	1.5g	0.2g
Jordans Crunchy Oats The Original with raisins, almonds & honey	28.8g	13g	2.4g	Trace
Jordans Crunchy Oats The Original with special fruits and nuts	32.3g	13.5g	4.2g	Trace
Kellogg's Crunchy Oatbakes	32g	15g	7g	0.5g
Kellogg's Optivita Berry Oat Crisp	20g*	5g	0.9g	0.03g
Kellogg's Optivita Raisin Oat Crisp	27g*	4.5g	0.7g	Trace
Mornflake Traditional Crunchy	26.8g	12.9g	5.2g	Trace
Nestlé Almond Oats & More	26.7g	8.9g	1.1g	0.7g
Nestlé Cheerios Oats	21.5g	5.6g	1.2g	1.2g
Nestlé Honey Oats & More	29.5g	5.3g	1.1g	0.7g
Nestlé Raisin Oats & More	32.4g*	4.7g	1g	0.6g
Quaker Oat Crisp	13g	6.8g	1.3g	0.8g
Weetabix Oatibix Bites	14.2g	6.8g	1.1g	0.75g
Weetabix Oatibix Bites Sultana & Apple	19.3g	6g	1g	0.68g
Weetabix Oatibix Bitesize Chocolate & Raisin	20.5g	10g	3.9g	0.58g
Weetabix Oatibix Flakes	14.3g	5.6g	0.9g	0.3g
RICE				
Asda Choco Snaps	36g	2.9g	1.7g	0.8g
Kallo Organic Honey Puffed Rice Wholegrain	25g	3.5g	1.3g	0.03g
Kellogg's Coco Pops	34g	3g	1.5g	1.15g
Kellogg's Rice Krispies	10g	1g	0.2g	1.65g
Kellogg's Ricicles	37g	0.8g	0.1g	1.15g
Morrisons Choco Crackles	38.4g	2.4g	1.3g	1g
Sainsbury's Choco Rice Pops	36g	2.9g	1.7g	0.74g
Tesco Choco Snaps	36g	2.9g	1.7g	0.7g

RICE & WHEAT

Asda Vitality	12g	1.4g	0.3g	0.8g
Kellogg's Special K	17g	1.5g	0.5g	1.15g
Kellogg's Special K Bliss Creamy Berry Crunch	23g*	3g	1.5g	0.9g
Kellogg's Special K Red Berries	23g*	1.5g	0.5g	1g
Kellogg's Special K Sustain	21g	2g	0.2g	1.15g
Sainsbury's Be Good To Yourself Balance – less than 3% fat	15.7g	1.3g	0.2g	1.6g
Tesco Special Flakes	11.6g	1.9g	0.6g	2g

WHEAT

Asda Wheat Bisks	4.4g	2g	0.6g	0.7g
Grape-nuts	7g	2g	0.4g	1.3g
Kellogg's All-Bran	17g	3.5g	0.7g	1.15g
Kellogg's Bran Flakes	22g	2g	0.5g	1.3g
Kellogg's Bran Flakes Sultana Bran	33g*	2g	0.5g	1.3g
Kellogg's Coco Pops Mega Munchers	34g	2.5g	1g	0.9g
Kellogg's Frosted Wheats	17g	2g	0.6g	0.05g
Kellogg's Fruit 'n Fibre	24g*	6g	3.5g	1.4g
Kellogg's Raisin Wheats	15g	2g	0.4g	0.05g
Morrisons Wheat Biscuits	4.4g	2g	0.6g	0.7g
Nestlé Clusters	23.3g	4.8g	1.5g	1.2g
Nestlé Coco Shreddies	29.4g	2g	0.7g	0.7g
Nestlé Frosted Shreddies	29g	1.6g	0.3g	0.7g
Nestlé Fruitful Shredded Wheat	20.2g*	5.2g	2.6g	0.028g
Nestlé Golden Nuggets	34g	1.5g	0.3g	1.2g
Nestlé Honey Nut Shredded Wheat	17.5g	6.5g	2.2g	Trace
Nestlé Honey Shreddies	30.3g	1.5g	0.3g	0.7g
Nestlé Shredded Wheat	0.9g	2.5g	0.5g	Trace
Nestlé Shreddies (H)	15.5g	1.9g	0.4g	0.9g
Sainsbury's Wholewheat Biscuits	4.4g	2g	0.6g	0.65g
Sugar Puffs	35g	1.6g	0.2g	Trace
Tesco Wheat Biscuits	4.4g	2g	0.6g	0.7g
Weetabix	4.4g	2g	0.6g	0.65g
Weetabix Crunchy Bran	13.7g	3.6g	0.7g	0.9g
Weetabix Minis Chocolate Crisp	24.6g	5.3g	2.8g	0.75g
Weetabix Minis Fruit & Nut Crisp	25.9g	4.6g	0.6g	0.63g
Weetabix Minis Honey & Nut Crisp	26.8g	5.1g	1.1g	0.63g
Weetabix Weetaflakes	12.5g	1.3g	0.2g	1g
Weetabix Weetaflakes with Raisin, Cranberry & Apple	30.9g	1.8g	0.5g	0.68g
Weetabix Weetos (H)	23.5g	4.9g	1g	0.23g

*We couldn't apply traffic lights to sugar levels in these products. They appear high in sugar, but we couldn't tell how much of this was from fruit they contain and how much was added sugar. This distinction is needed to determine if they should have a red or an amber traffic light in the FSA system. We contacted the manufacturers for a breakdown of the sugar content, but it wasn't provided in time for publication.

REFERENCES

¹Which? carried out a face-to-face omnibus survey of 2102 adults aged 16+ from 14-18 January 2009. Results were weighted to be representative of adults aged 16+ in the UK.

²www.food.gov.uk/consultations/ukwideconsults/2008/saltreductiontargets.

³www.food.gov.uk/healthiereating/advertisingtochildren/nutlab/

⁴Regulation (EC) No 1924/2006 on nutrition and health claims made on foods, 30 December 2006.

⁵www.food.gov.uk/multimedia/pdfs/cerealsreport.pdf

⁶Television advertising of food and drink products to children, final statement, Ofcom 22 February, 2007

⁷'Online promotion of food to children': ISBA

⁸Cereal Re-offenders, July 2006





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