



Kellogg Canada Strengthens its Commitment to Fibre *Fact Sheet*

Kellogg's Commitment to Fibre

- Kellogg will add fibre to many of its popular ready-to-eat cereals in Canada, building on the Company's 100-plus year commitment to fibre and further strengthening its dedication to meeting Canadians' health and nutrition needs.
- By the end of 2010, nearly 74 per cent of Kellogg's ready-to-eat cereals will be at least a source to very high source of fibre.
- Kellogg will first increase the fibre in many of its most-popular children's cereals – beginning with *Kellogg's Froot Loops* and *Corn Pops* which will begin to appear on store shelves in September.
- Kellogg introduced its first fibre cereals in the early 1900s, establishing a position of fibre leadership within the food industry.
- Today, Kellogg provides more ready-to-eat cereals that are at least a source of fibre than any other food company¹, including *Kellogg's All-Bran*, *Kellogg's Two Scoops Raisin Bran*, *Kellogg's Mini-Wheats*, *Special K Satisfaction*, and *MultiGrain Krispies*.
- Additional products will be introduced from September 2009 onwards. Kellogg Canada will continue to notify our customers and consumers as renovated products are introduced.
- The Company has made a similar commitment in the United States to increase the fibre in some of its cereals, although the products and schedule will vary.

The Importance of Fibre

- Fibre intakes of Canadians fall dramatically short of the recommendations, with average intakes at about half of what they need.²
- Fibre is an important nutrient and has many benefits, including helping to keep children's digestive systems healthy and supporting overall healthy growth and development. Yet, children ages 4-8 get, on average, 13.5 grams of fibre per day – about half of the recommended intake.²
- Adults, too, benefit from fibre, which can help weight managers feel fuller longer, improve digestive health and reduce the risks of heart disease and type 2 diabetes.³

¹ Nielsen GB+MM+DRU, latest 52 weeks ending March 12, 2009. Based on 42% share of RTEC cereals that qualify as a source, high source and/or very high source of fibre.

² Health Canada, Canadian Community Health Survey Cycle 2.2, Nutrition (2004). Nutrient Intakes from Food. Provincial, Regional and National Summary Data Tables: Volume 1.

³ IFIC (2008). Fibre Fact Sheet. See www.ific.org.