



## **Kellogg Company Strengthens its Commitment to Fibre** *Frequently Asked Questions*

### **Q1. To which products is Kellogg adding fibre?**

- Nearly 74 per cent of our ready-to-eat cereals in Canada will be at least a source to very high source of fibre by the end of 2010. In fulfilling this commitment, we'll be looking at all of our cereals to determine if we can add or increase fibre. While it likely won't be possible with every brand, this commitment will impact many of our most popular brands. We will notify our customers and consumers as renovated products are introduced.

### **Q2. When will the renovated products be available?**

- *Kellogg's Froot Loops* and *Corn Pops* will begin to appear on store shelves in September. Additional products will be introduced between then and the end of 2010.

### **Q3. Does this commitment mean you are adding fibre to other brands?**

- In the Canada, nearly 74 per cent of our ready-to-eat cereals will be at least source to very high source of fibre by the end of 2010. In fulfilling this commitment, we'll be looking at all of our cereals to determine if we can add or increase fibre. While it likely won't be possible with every brand, this commitment will impact many of our most popular brands. We will notify our customers and consumers as renovated products are introduced.

### **Q4. Why start this effort with *Kellogg's Froot Loops* and *Corn Pops*?**

- Fibre is important to children's health, yet children ages 4-8 get, on average, only 13.5 grams of fibre per day which is about half of the recommended intake. To this end, we decided that our first priority would be helping moms increase the fibre in their kids' diets by adding it to some of their favourite cereals.

### **Q5. Why not name other specific brands at this time?**

- We are committed to adding fibre to many of our most popular foods without changing the great-taste kids and adult love. Doing so requires a tremendous amount of research, development and testing so we are not at liberty to disclose more specifics at this time.

### **Q6. How significant is this commitment?**

- Today, approximately 50 per cent of our ready-to-eat cereals in Canada are at least a source of fibre. Kellogg Canada already provides more ready-to-eat cereals that are at least a source of fibre than any other food company.
- Kellogg has committed that by the end of 2010, nearly 74 per cent of our ready-to-eat cereals will be at least a source to very high source of fibre.
- Today's announcement is another step in our journey to continually improve the nutrition profile of our products without compromising taste or quality. A year ago, we changed what and how we market to children and reduced the sugar and sodium in a number of our cereals. With today's initiative, we are *adding* an important benefit – fibre - to our foods while maintaining their great taste.

**Q7. Which Kellogg cereals are already at least a good or excellent source of fibre?**

- Already, Kellogg Canada provides more ready-to-eat cereals that are at least a source of fibre than any other food company, including *Kellogg's All-Bran*, *Kellogg's Two Scoops Raisin Bran*, *Kellogg's Mini-Wheats*, *Special K Satisfaction*, and *MultiGrain Krispies*.

**Q8. Why has Kellogg decided to focus on fibre?**

- Fibre intakes of Canadians fall dramatically short of the recommendations, with average intakes at about half of what they need.
- Already, Kellogg Canada provides more ready-to-eat cereals that are at least a source of fibre than any other food company. This initiative builds on the Company's 100-plus year commitment to fibre and further strengthens its dedication to meeting Canadians' health and nutrition needs.

**Q9. Why is there such a fibre deficit among most Canadians?**

- Consumers don't know where to get fibre or how much they need each day. It is also difficult to get a day's worth of fibre. Enjoying a bowl of cereal that is at least a source of fibre is a great way to help boost fibre intake.
- It's also important to check the Nutrition Facts table on food packages for the grams of fibre per serving.

**Q10. What is fibre?**

- Fibre is the non-digestible component of plant foods that supports good health.

**Q11. Why is fibre important?**

- The enzymes in the digestive system do not break down this important food component, which means it travels through the whole digestive system, including the colon. The fact that fibre isn't digested by the body is part of what makes it so beneficial to good health.

**Q12. What are the health benefits of fibre?**

- Fibre 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.
- Adults, too, benefit from fibre, which can help weight managers feel fuller longer, improves digestive health and reduce the risks of heart disease and type 2 diabetes.

**Q13. How much fibre do we need?**

- Women, ages 19-50, need about 25 grams each day and men, age 19-50 about 38 grams.
- For kids, it varies by age, but a simple way to help children take small steps towards meeting their recommended intake is to set achievable goals. As a general "rule of thumb" start with the age of the child and add five. This number can serve as a good starting point for adding more fibre to children's diets. For example, a five-year-old should strive for at least 10 grams of fibre per day (five years + five grams = 10 grams per day).

**Q14. How much fibre is a source? A high source? A very high source?**

- According to Health Canada, a source of fibre is greater than or equal to two grams; a high source is greater than or equal to four grams; and, a very high source is greater than or equal to six grams.

**Q15. What fibres does Kellogg plan to add to products?**

- Our primary goal is to deliver the same great taste people love while helping consumers get more fibre in their daily diets.
- We are looking at a wide variety of fibres, all of which have proven physiological benefits, to help people meet their daily fibre needs.

**Q16. Will the cereal taste different or have a different texture?**

- Our foods with added fibre will taste just as great as they do now. Ensuring this is one of our key priorities throughout the research and development process.

**Q17. Does Kellogg Company have plans for a global commitment to fibre?**

- Worldwide, many of our ready-to-eat cereals are already at least a source of fibre.
- While we are always looking at ways to improve the nutrition credentials of our foods, our specific plans are proprietary.