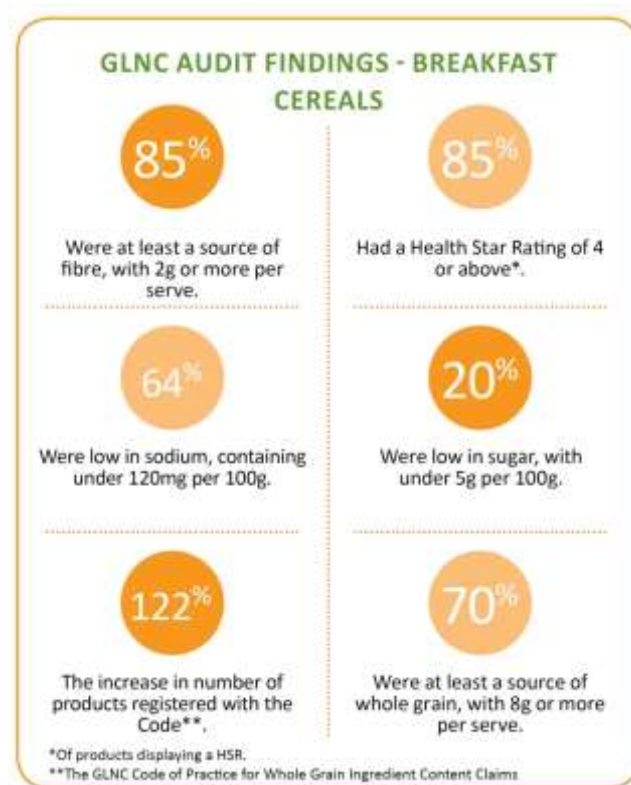


GLNC PRODUCT AUDIT HIGHLIGHTS

BREAKFAST CEREALS

OCTOBER 2018

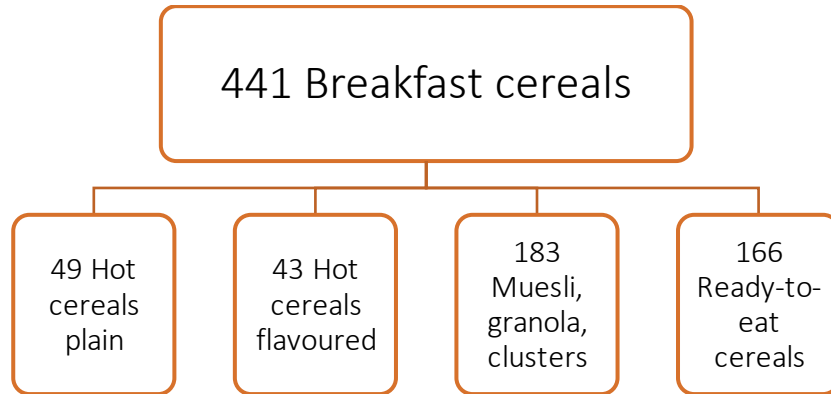
Breakfast cereal is a convenient, nutritious and affordable way to start the day; so it makes sense that at least 70% of Australians enjoy cereals at least weekly. In September 2018, GLNC audited 441 breakfast cereals from the four major supermarkets in Sydney, by collecting product information in store and online. Read on for a summary of the audit:



Tips for choosing a breakfast cereal that's right for you...

- **Look for whole grain, high fibre options with at least 2 grams of fibre per serve**
 - They're likely to be higher in protein and fibre, and lower in total sugars and sodium
- **Choose breakfast cereals with a higher Health Star Rating**
- **Check for sugars and sodium as there is a wide range in breakfast cereal:**
 - Look for lower sugar options (comparing grams per 100g)
 - Look for sodium lower than 400mg per 100g.

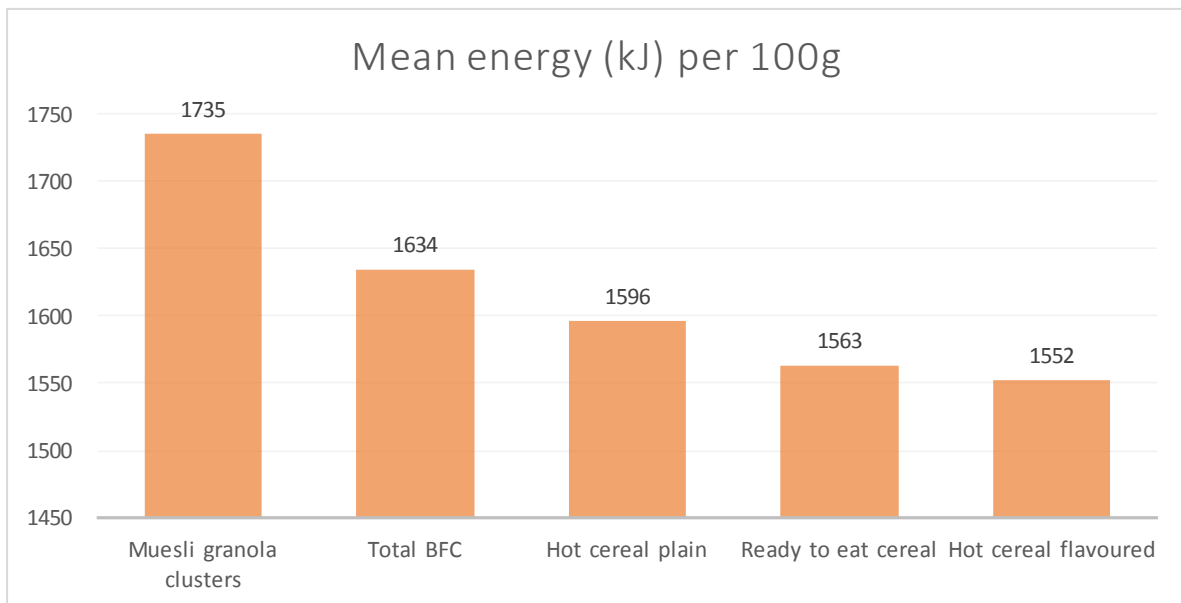
Category overview:



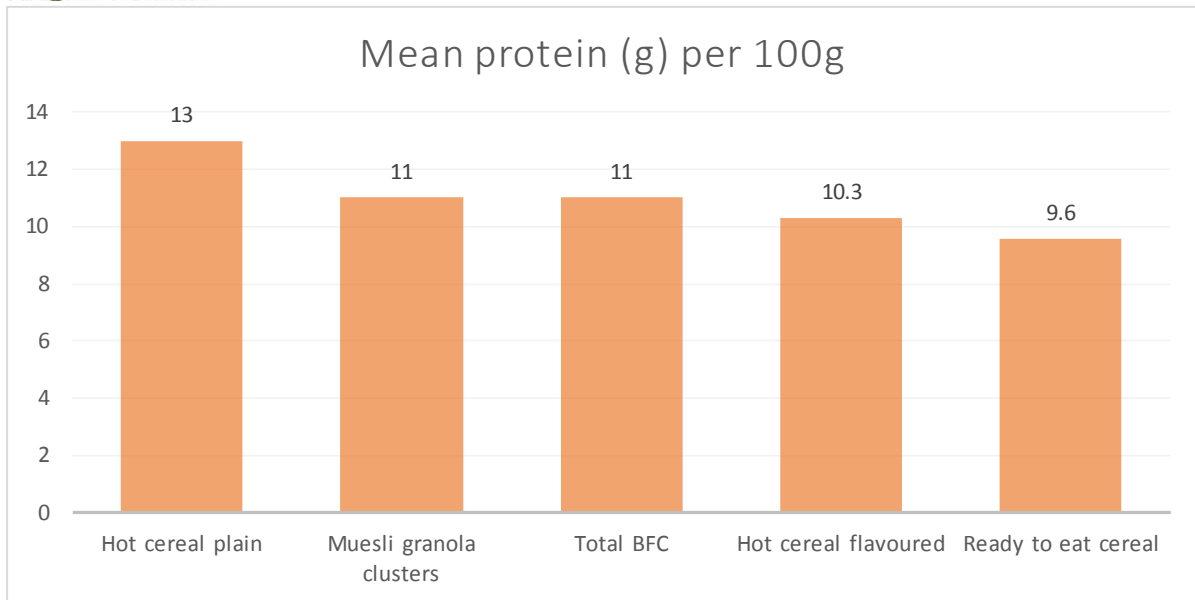
What has changed since the 2013 breakfast cereal audit?

The entire breakfast cereal (BFC) category increased from 274 products in 2013, to 441 products in 2018 – an increase of 60%. Ready to eat cereals (RTEC) increased by 21%, mueslis, granolas and clusters (MGC) by 137%, hot cereals (flavoured) (HCF) by 40% and hot cereals (plain) (HCP) by 65%.

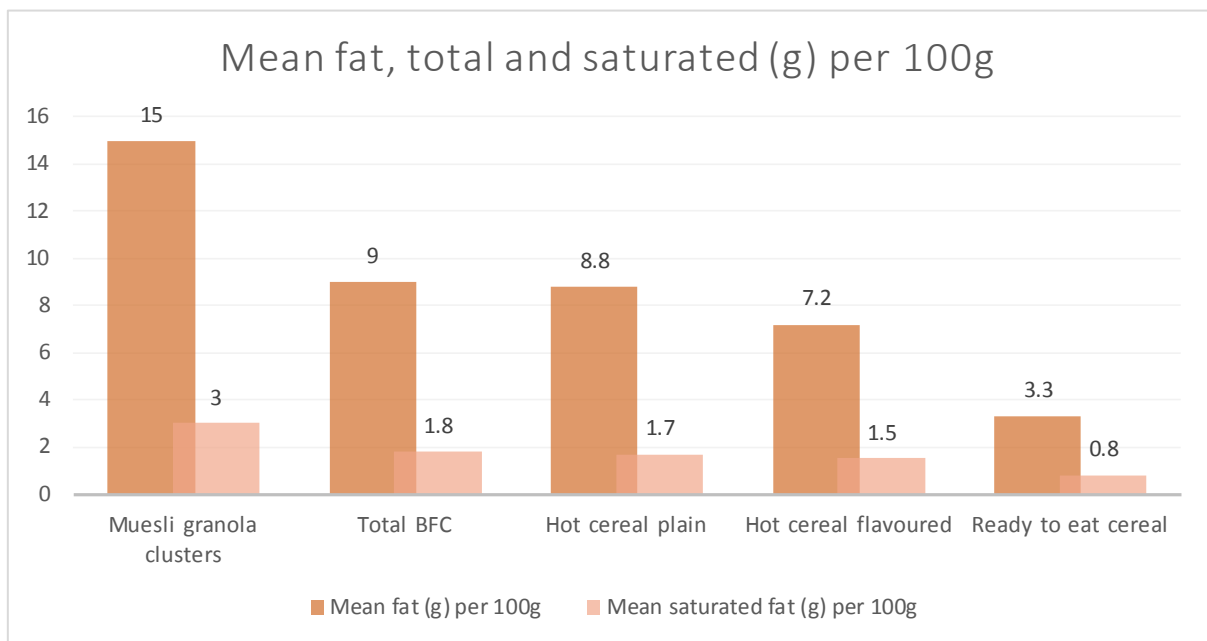
Findings: Key nutrients:



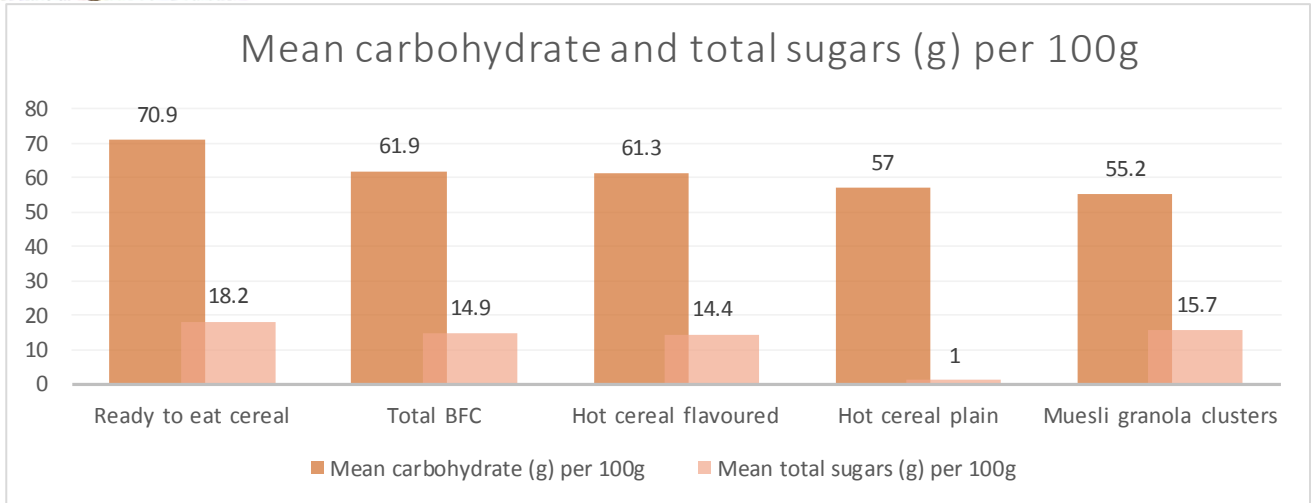
Total BFC (including all categories) had an average energy content of 1,634kJ/100g, and a range of 400-2,560kJ/100g. MGCs had the highest average energy, and hot cereal flavoured had the lowest average energy.



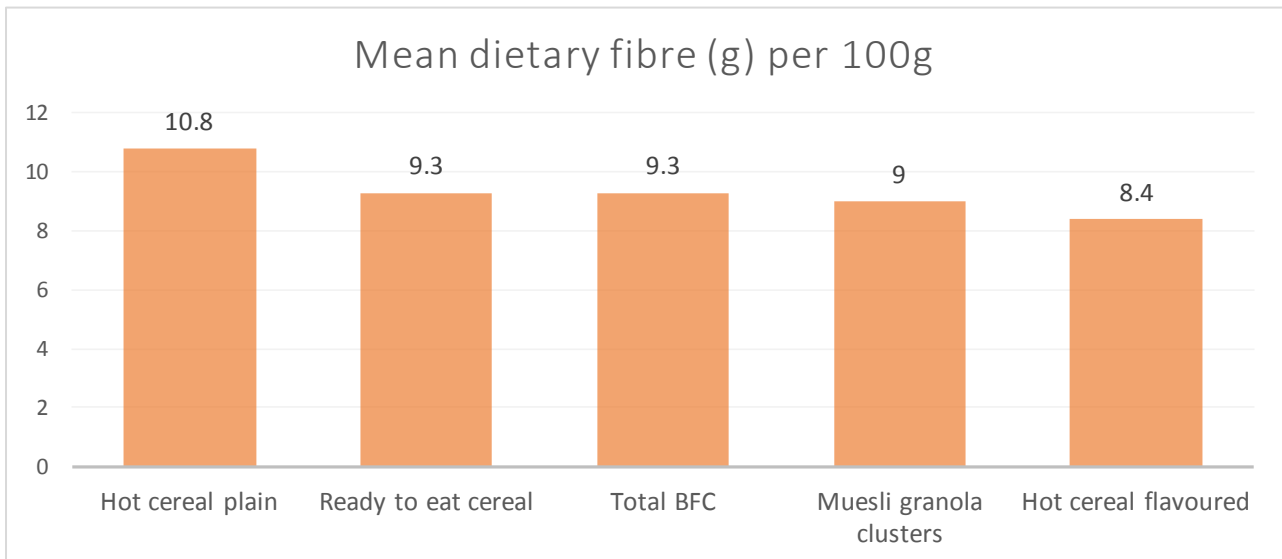
Average protein overall was 11g/100g, with a range of 3-23g/100g. Those with the highest average protein were HCP (13g/100g), followed by MGC (11g/100g). RTEC had the lowest average protein of 9.6g/100g. Overall, 38% of products were eligible for a 'source of protein' claim ($\geq 5\text{g/serve}$).



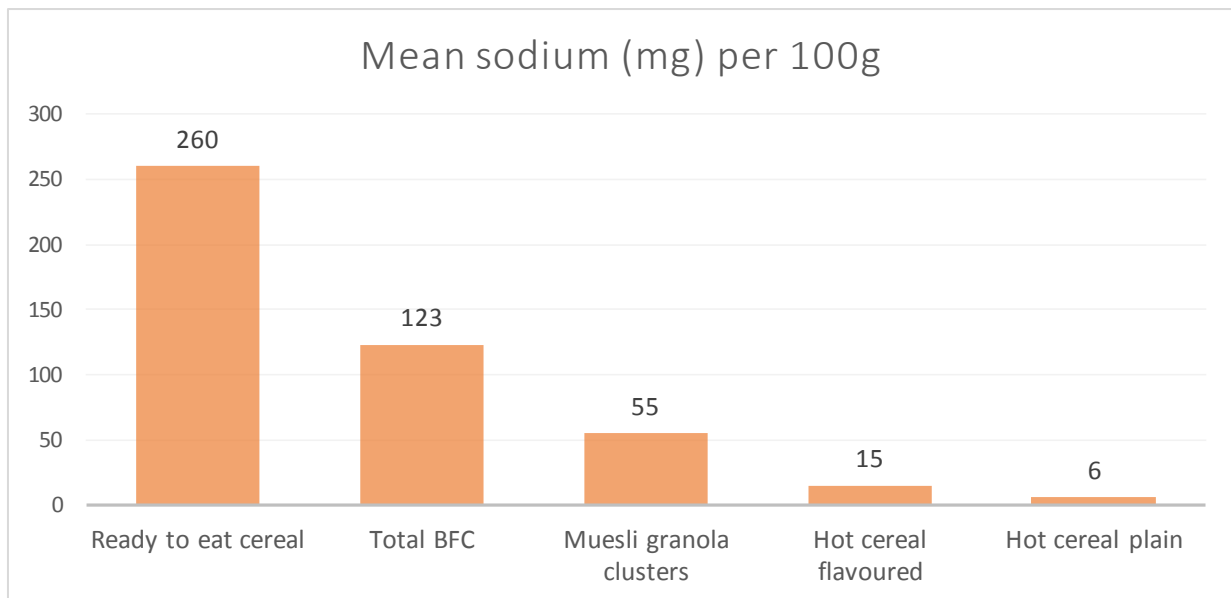
Across all categories, there was a wide range in total fat, between 0-51g/100g, with an average of 9g/100g. MGC had the highest total fat, and RTEC had the lowest. 26% of all products were eligible for a low fat claim ($<3\text{g/100g}$). There was a smaller range of 0-13g/100g for saturated fat, with an average of 1.8g/100g. MGC had the highest average, and RTECs had the lowest. Encouragingly, 55% were eligible for a low saturated fat claim ($<1.5\text{g/100g}$).



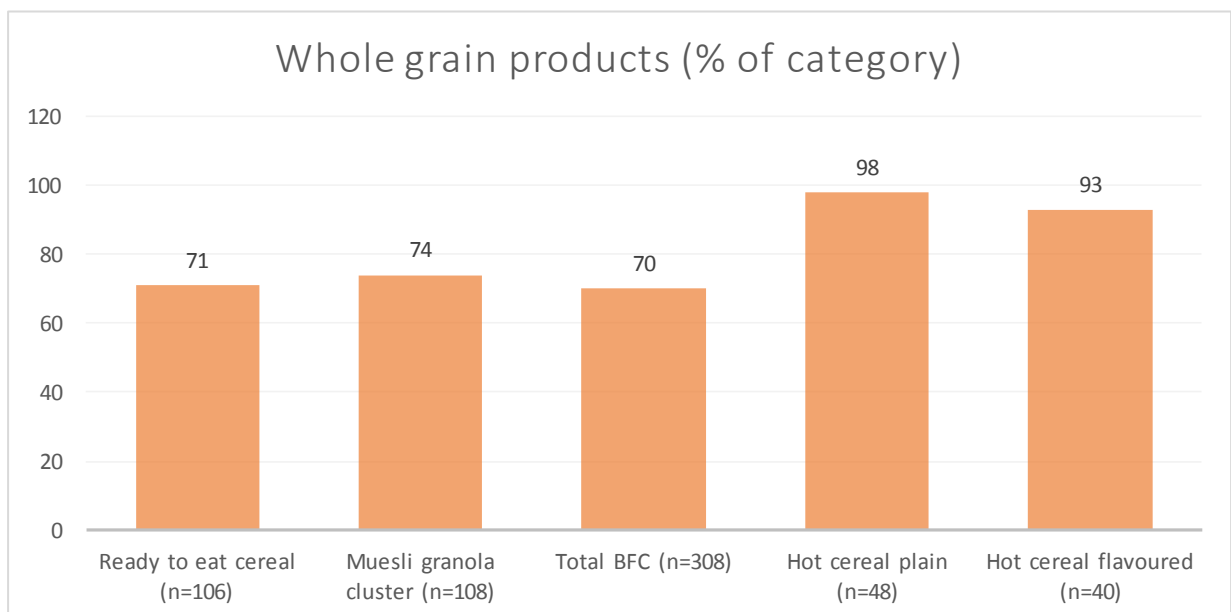
There was a range of 4-90g/100g for carbohydrate, and an average of 62g/100g across the entire category. RTEC and HCF had the highest on average, and MGC had the lowest. Almost half (49%) of all BFC products contained fruit, which is a significant contributor to total sugars. The range in total sugars was found between 0-40g/100g, with an average of 15g/100g. This was the highest in RTEC, with similar amounts found in MGC and HCF. HCP were the lowest in total sugars, with an average of 1g/100g. 20% of all products were eligible for a low sugar claim (< 5g/100g).



There was a range between 0-35g of fibre/100g across the category, with an average of 9.3g/100g. HCP was the highest in fibre, with an average of nearly 11g/100g. RTEC, MGC, and HCF were all fairly consistent with between 8-9g/100g. Overall, 86% of products were at least a 'source of fibre,' ($\geq 2-4$ g/serve).



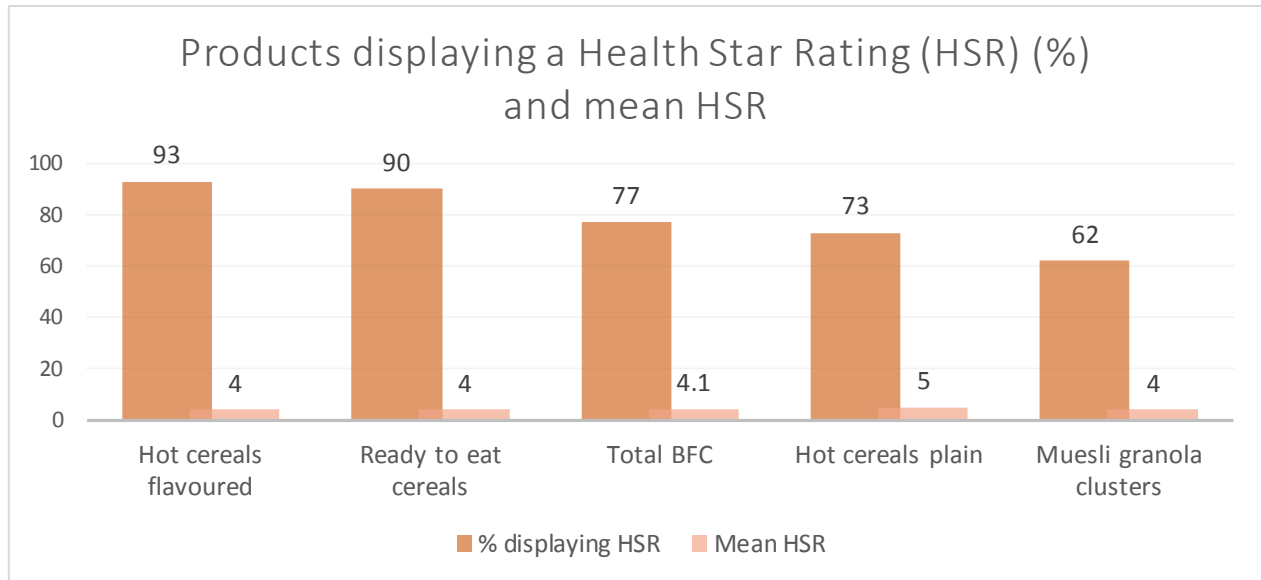
Sodium ranged from between 0 - 550mg/100g, with an average of 123mg/100g across all categories. The highest sodium content of all subcategories was seen in RTEC, at 260mg/100g. The lowest sodium content was seen in HCP and HCF. Encouragingly, 64% of all products were eligible to make a low sodium claim at <120mg/100g, and of the 287 eligible products, 91% met the Food & Health Dialogue's current sodium reformulation target of ≤400mg/100g.



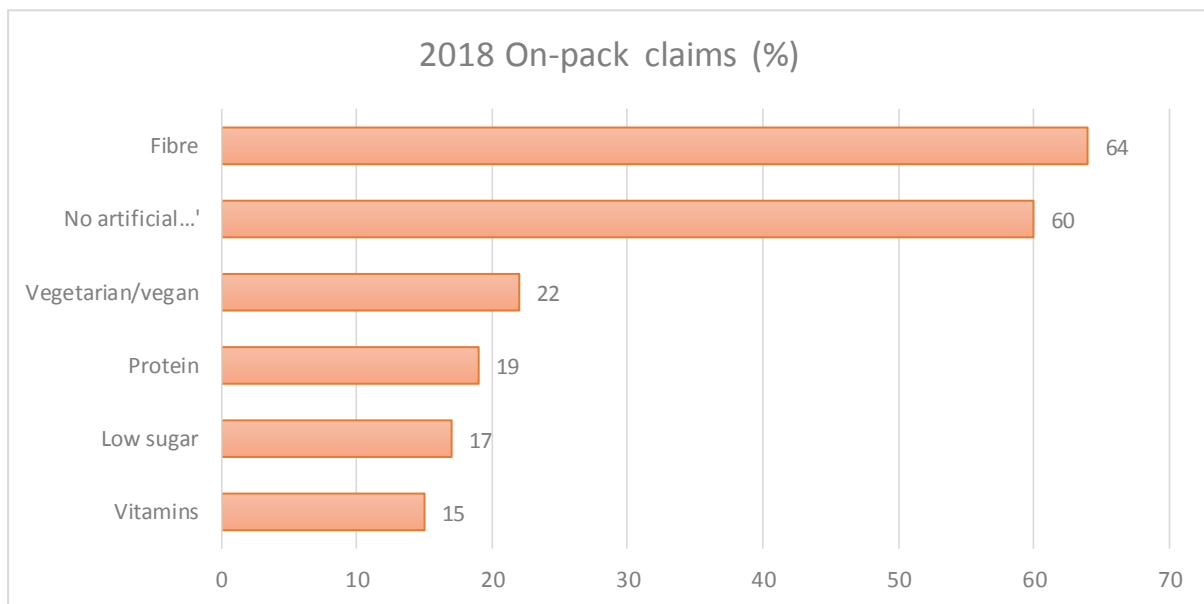
*Defined by eligibility for registration with GLNC's Whole Grain (WG) Code of Practice (The Code) – ≥8g WG/serve.

**Based only on products displaying % of WG ingredients on-pack.

70% of eligible products were considered WG, however, 12% of products (n=55) did not state % of WG ingredients, making it impossible to determine their WG content. The average amount of WG in grams per serve was 19.3g, which amounts to 40% of the 48g Daily Target Intake (DTI) for WG. 64% of eligible products (n=198) were registered with The Code, an increase of 99% since 2016.



Overall, 77% of products displayed a HSR, an increase from 53% in 2016. The mean HSR was 4.1, with a range between 1.5-5 stars. MGC had the lowest compliance in displaying the HSR (62% of products), but mean scores were similar across all categories, with HCF, HCP, RTEC, and MGC all at 4. The highest average score was in HCP (5), and the highest compliance was seen in HCF and RTEC with more than 90% displaying a rating.



Dietary fibre was the top on-pack claim in the entire category, with two thirds making mention of the nutrient on-pack. This was followed by 'natural' claims – such as 'No artificial colours, flavour, preservatives, GMO-free.' High protein, and low sugar claims were on between 17-19% of all products. Interestingly, more than 1 in 5 products featured a claim around being vegetarian or vegan and 15% included a claim around a vitamin such as folate or vitamin E.

A note on breakfast biscuits and snacks...

Breakfast biscuits and snacks (including convenience products like slices) were included in the 2018 and 2016 audit, to track growth and innovation. 7 breakfast snacks, and 31 breakfast biscuits were captured in 2018, an increase of 72% and 75% respectively since the 2016 audit.

29% of breakfast snacks, and 68% of breakfast biscuits displayed a HSR, with an average rating of 3, and 4 respectively.

77% of breakfast biscuits were considered whole grain, compared with no breakfast snacks. The below table examines the nutrition breakdown of these sub-categories:

Nutrient	Breakfast snacks (n=7)	Breakfast biscuits (n=31)
Energy (kJ)	809	1841
Protein (g)	6.1	7
Fat, total (g)	7.1	15.8
Fat, saturated (g)	1.7	2.1
Carbohydrate (g)	24.1	63.4
Sugars (g)	13.1	19
Dietary fibre (g)	3.4	7.2
Sodium (mg)	6	256