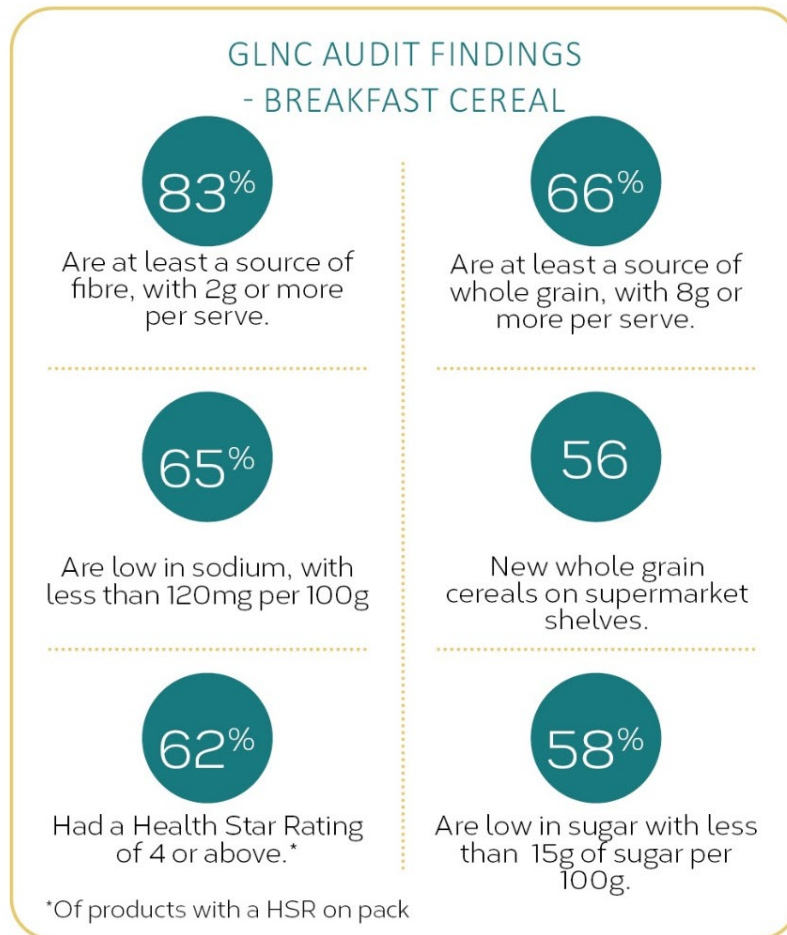


GLNC PRODUCT AUDIT HIGHLIGHTS

BREAKFAST CEREALS - SEPTEMBER 2020

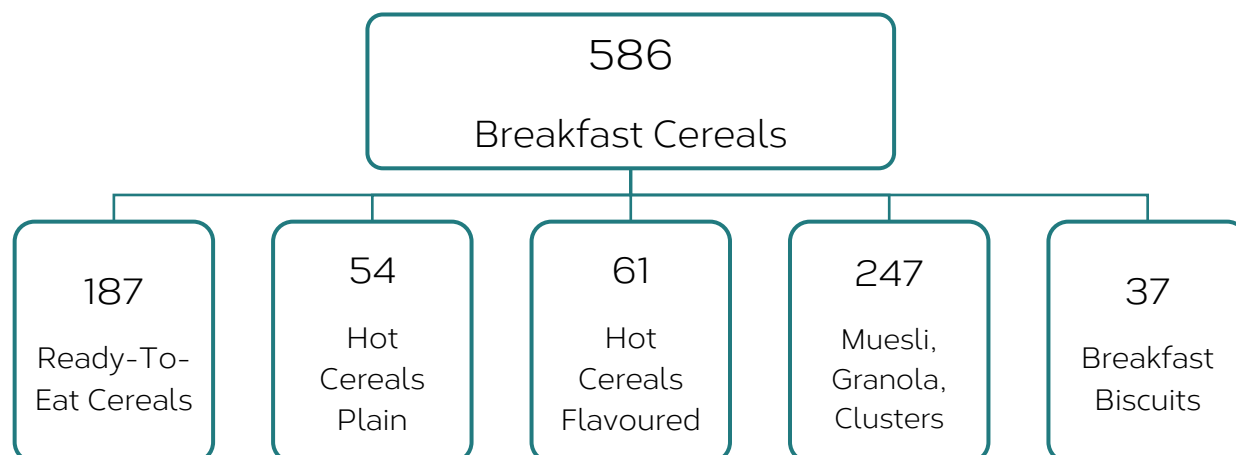


Breakfast cereal is a convenient, nutritious and affordable way to start the day; so it's not surprising that at least 70% of Australians enjoy cereals at least weekly. In September 2020, GLNC audited 586 breakfast cereals from four major supermarkets in Sydney, by collecting product information in store and online. Read on for a summary of the audit:

TOP TIPS

- Look for whole grain, high fibre options with at least 2 grams of fibre per serve.
- Choose breakfast cereals with a higher Health Star Rating
- Check for sugar and sodium content:
 - Look for lower sugar options (comparing grams per 100g)
 - Look for sodium lower than 400mg per 100g.

Category overview:



| Category | Description |
|----------------------------------|---|
| Ready-to-eat Cereal (RTEC) | Includes cereal made from puffed/popped grains, flakes or wheat biscuits intended to be consumed with milk. |
| Muesli, Granola or Cluster (MGC) | Includes any cereal with "muesli", "bircher", "swiss", "granola" or "cluster" in the name of the product, commonly made from rolled oats. |
| Hot Cereal Plain (HCP) | Includes plain rolled oats or quick oats used to prepare a porridge style breakfast. |
| Hot Cereal Flavoured (HCF) | Includes flavoured rolled oats or quick oats, used to prepare a porridge style breakfast. |
| Breakfast Biscuit | Includes convenient, single serve biscuits served without milk and made specifically for consumption at breakfast. |

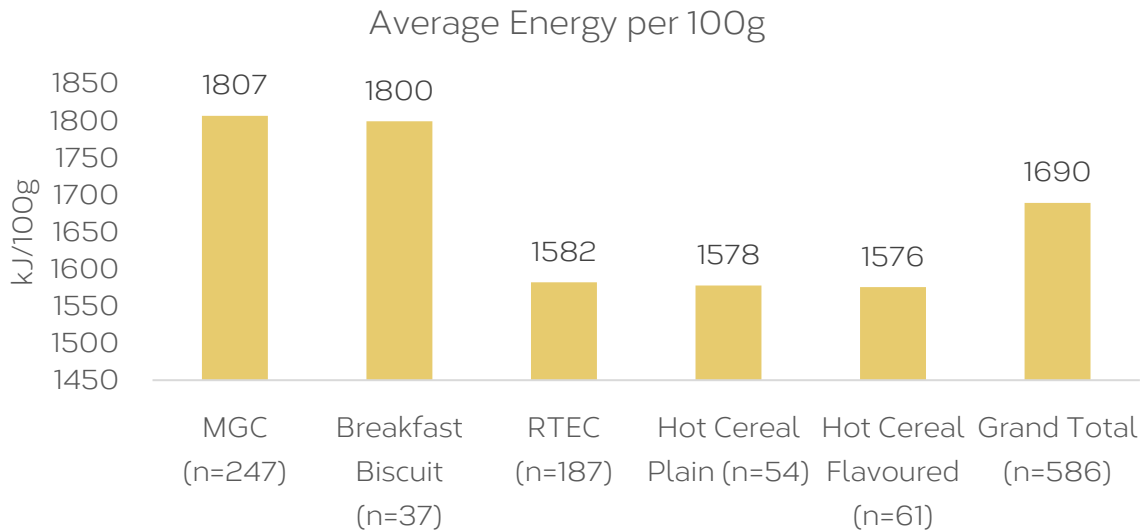
What has changed since the 2018 breakfast cereal audit?

The entire breakfast cereal (BFC) category increased from 479 products in 2018 to 586 products in 2020 – an increase of 22%. Hot Cereal Flavoured (HCF) increased by 36%, Muesli, Granola, Clusters (MGC) by 35%, Breakfast Biscuits by 19%, Hot Cereal Plain (HCP) by 15% and Ready to Eat Cereals (RTEC) by 13%.

Key nutrients

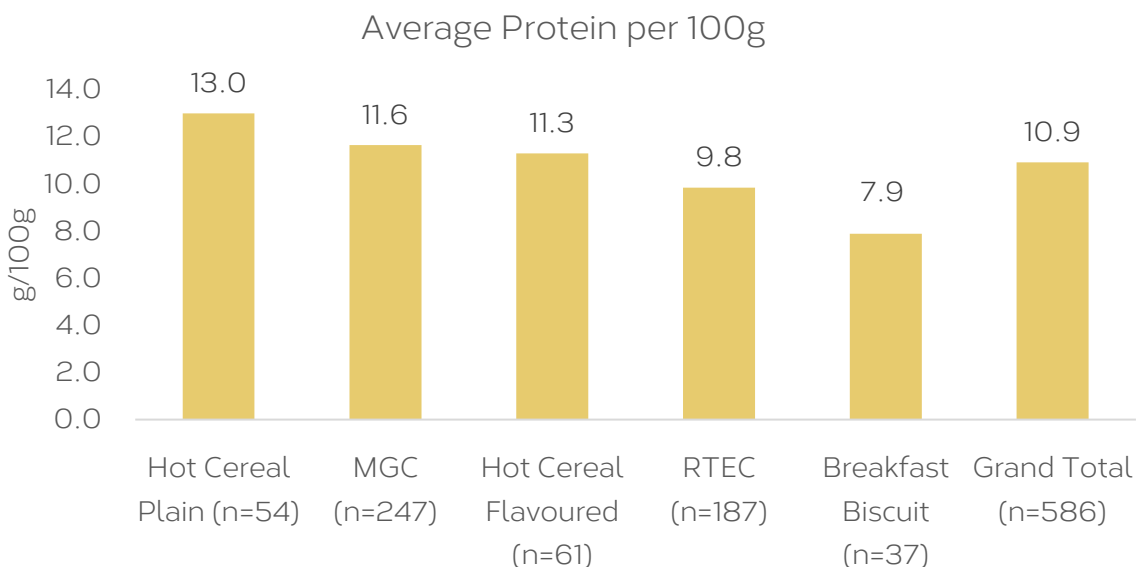
Energy (kilojoules):

Average energy content across all categories was 1,690kJ/100g, with a range of 490-2,600kJ/100g. MGCs had the highest average energy, and HCF had the lowest average energy.



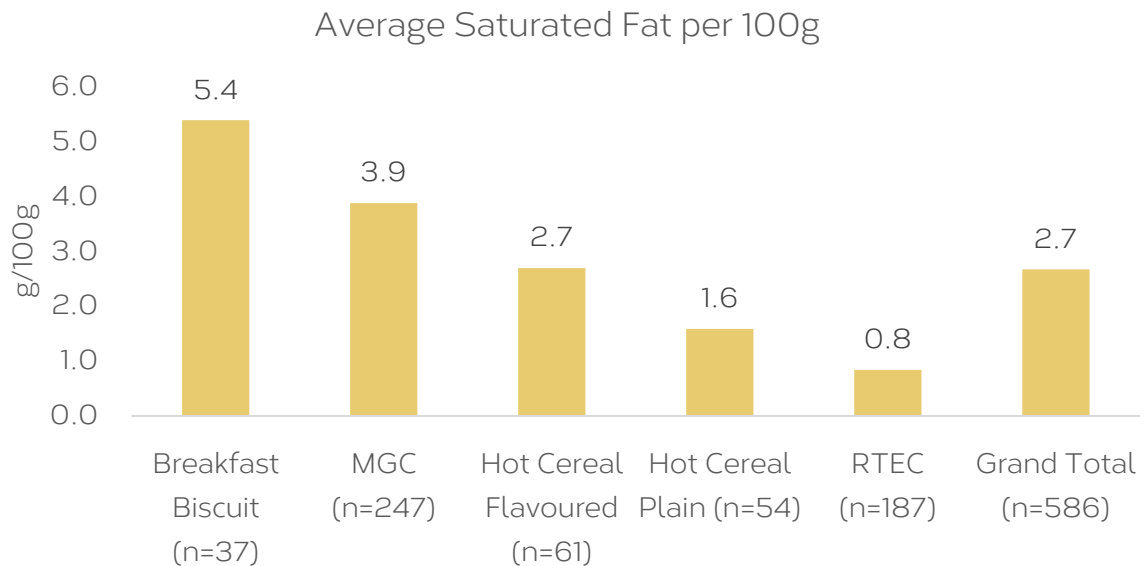
Protein

Average protein overall was 10.9g/100g, with a range of 2.3-25.5g/100g. Those with the highest average protein on average were HCP (13g/100g), followed by MGC (11.6g/100g). Breakfast Biscuits had the lowest average protein of 7.9g/100g. Overall, 42.5% of products were eligible for a 'source of protein' claim (≥ 5 g/serve).



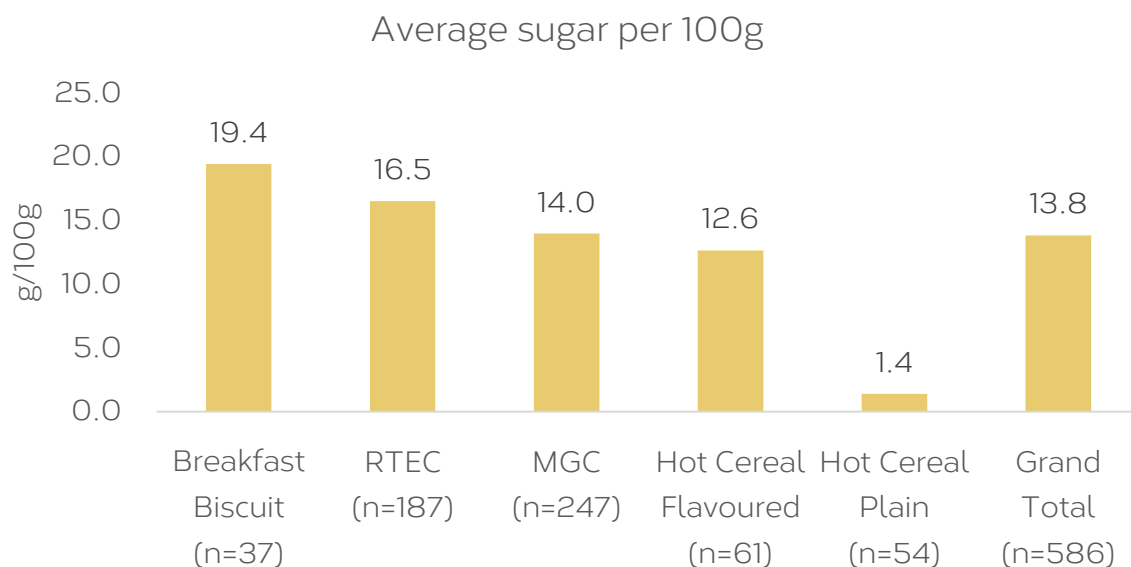
Saturated fat:

Across all categories, saturated fat ranged from 0-20.8g/100g, with an average of 2.7g/100g. MGC had the highest average, and RTECs had the lowest. Encouragingly, 45% were eligible for a low saturated fat claim (<1.5g/100g).



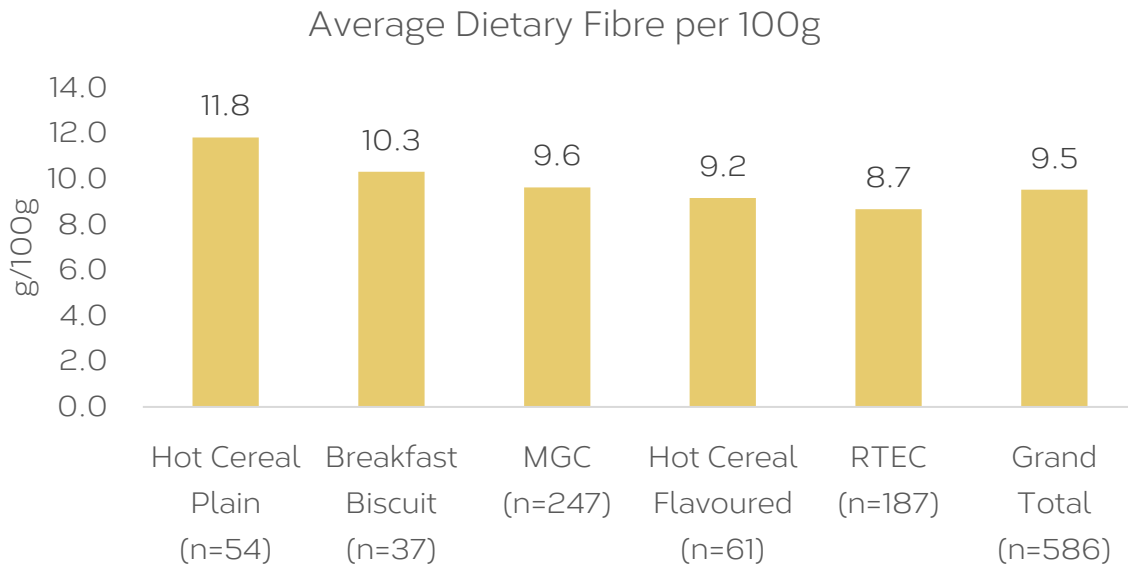
Sugar

Almost half (41%) of all BFC products contained fruit, which is a significant contributor to total sugars. Total sugar content ranged between 0-41.3g/100g, with an average of 6g/serve. Breakfast Biscuits were the highest in sugar per 100g, followed by RTEC and MGC. 18% of all products were eligible for a low sugar claim (< 5g/100g).



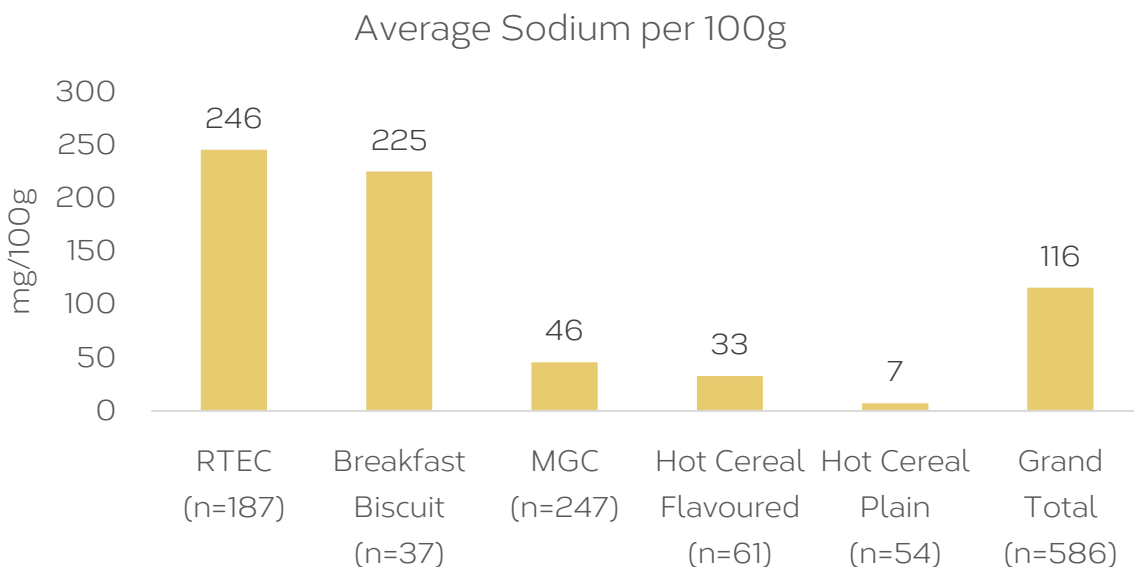
Dietary Fibre

Dietary fibre ranged between 0-42g /100g across the category, with an average of 9.5g/100g. HCP were the highest in fibre, with an average of nearly 12g/100g. RTEC, MGC, and HCF were all fairly consistent with between 8-10g/100g. Overall, 83% of products were at least a 'source of fibre,' ($\geq 2\text{g/serve}$).



Sodium

Sodium ranged from between 0 - 540mg/100g, with an average of 116mg/100g across all categories. The highest sodium content of all subcategories was seen in RTEC, at 246mg/100g. HCP and HCF were the lowest in sodium on average. Encouragingly, 65% of all products were eligible to make a low sodium claim at $<120\text{mg/100g}$.



Whole grain (WG):

Overall, 66%* (n=388) of breakfast cereals were whole grain, containing at least 8g per serve. Whole grain breakfast cereals were on average lower in energy, saturated fat, sugars, and sodium, and higher in protein and dietary fibre than refined grain cereals.

| Nutrients (per 100g) | Whole Grain** (n = 387) | Non Whole Grain (n = 166) |
|----------------------|----------------------------|------------------------------|
| Energy (kJ) | 1658 | 1685 |
| Protein (g) | 11.1 | 9.6 |
| Saturated Fat (g) | 2.0 | 3.1 |
| Carbohydrate (g) | 59.8 | 63.4 |
| Sugars (g) | 12.6 | 16.9 |
| Dietary Fibre (g) | 9.6 | 8.5 |
| Sodium (mg) | 95.9 | 170.4 |

*Excludes 33 nut/seed based granolas

**Determined by eligibility for registration with GLNC's Code of Practice (≥ 8 g WG per serve).

Health Star Rating

Overall, 73% of products displayed a HSR on pack. The mean HSR was 4.2 with a range between 2-5 stars. Less than half of all Breakfast Biscuits displayed the HSR on pack, but mean scores were similar across all sub-categories. RTEC, HCP and HCF had the greatest number of products featuring the HSR.

