

# Campaigns

**76%**  
of the 275 cereals had a high level of sugar compared with Food Standards Agency proposed guidelines

Cereals are still too high in sugar and salt



Eight out of ten children regularly eat breakfast cereals

## Watch that cereal

### BREAKFAST CEREALS ALERT

**S**ugar: 55g; salt: 2.25g. No, not the amount of sugar in a bar of chocolate or the salt in a bag of crisps, but the amounts of sugar and salt we found, respectively, in 100g of Asda Golden Puffs and Kellogg's All-Bran.

The findings come from *Cereal Reoffenders*, a new report from Which? that compares the sugar, salt, fat and saturated fat content of 275 cereals against the Food Standards Agency's proposed criteria for its traffic light labelling scheme. This uses red, amber and green symbols to show whether levels of sugar, fat, saturated fat and salt per 100g are high, medium or low. The report concludes that the nutritious image of breakfast cereals could be hiding the reality.

While we're pleased that some manufacturers have introduced reduced-sugar and reduced-salt versions of their products, we're asking all cereal makers to reduce salt, fat and sugar in all cereals. And as part of our kids' food campaign, we're also calling for the food industry to stop marketing

to children cereals that are high in fat, sugar or salt.

Asda Golden Puffs and Kellogg's All-Bran weren't the only offenders – 76 per cent of the 275 cereals had a high level of sugar, and of the 52 that target children, nearly 90 per cent got a red light. These worrying findings come at a time when there is growing concern about childhood obesity and diet-related disease.

Almost a fifth of the cereals got a red light for salt – seven of these, including Kellogg's Rice Krispies, are again targeted at children. There was slightly better news on fat content (only two cereals got a red light) but consumers should watch out for high levels of saturates.

We grouped our cereals into 12 main types and then looked at cereals specifically aimed at children. For the full findings, go to [www.which.co.uk/cereals](http://www.which.co.uk/cereals) and download a copy of our report. And to support our campaign to stop the marketing of unhealthy foods to children, go to [www.which.co.uk/kidsfood](http://www.which.co.uk/kidsfood) and give us your views.

### BEST OF THE BUNCH IN EACH CATEGORY

Here are the best cereals in each of the 12 types, based on levels of fat, saturated fat, sugar and salt per 100g

#### CRUNCH

- Quaker Oat Granola

#### FLAKES

- Asda Good for You Apple, Blackberry & Raspberry Flakes

#### HIGH-FIBRE BRAN

- Nestlé Fibre 1

#### HOOPS

- Weetabix Weetos Honey

#### MALTED WHEAT

- Sainsbury's Malties
- Tesco Malt Wheats

#### MUESLI

- Sainsbury's Basics Muesli

#### OATS

- Any brand of plain oats (where oats are the only ingredient)

#### PUFFED WHEAT

- Quaker Puffed Wheat
- Sainsbury's Puffed Wheat
- Tesco Puffed Wheat

#### SHREDDED WHEAT

- Nestlé Bitesize Shredded Wheat
- Nestlé Shredded Wheat
- Sainsbury's Wholegrain Mini Wheats

#### TOASTED RICE

- Tesco Value Rice Snaps

#### WHEAT BISCUITS

- Sainsbury's Basics 36 Wheat Biscuits
- Tesco Value Wheat Biscuits

#### MISCELLANEOUS

- Kellogg's Kashi Original Seven Grains

#### CHILDREN'S

- Tesco Kids Wholegrain Porridge
- Sainsbury's Malties
- Morrisons Instant Hot Oat Cereal
- Weetabix Ready Brek Original



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