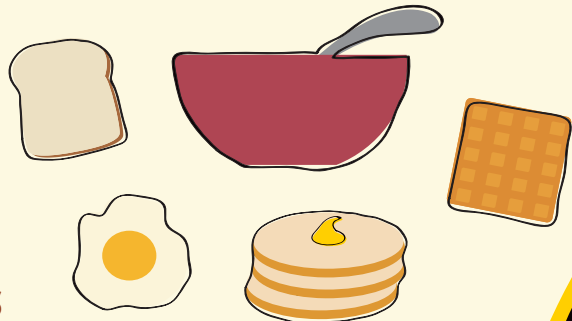


# TOP OF THE CLASS

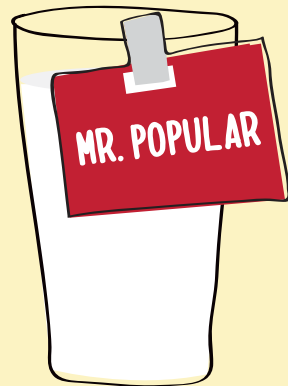
Moms' **TOP 5** school-day kid breakfast foods

1. CEREAL
2. EGGS
3. TOAST
4. WAFFLES
5. PANCAKES

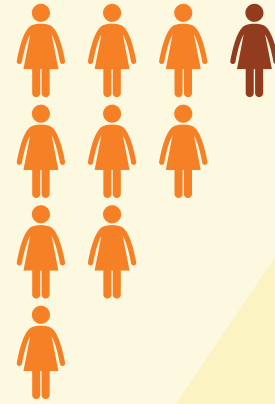


AND

A GLASS OF MILK IS KIDS' **TOP BREAKFAST BEVERAGE** ...EVEN BEYOND THE BOWL



**9** out of **10** Moms say breakfast is an important (IF NOT THE MOST IMPORTANT) meal for their kids



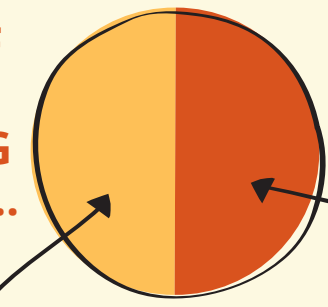
# MOMS SAY

WHEN **BREAKFAST IS MISSED**, FAMILIES SAY THEY'RE **IRRITABLE**, OR FEEL **TIRED AND SLUGGISH**



Cereal helps moms ensure their kids start the day with milk.

MOMS OF MILK-DRINKING KIDS SAY...



MY KIDS DRINK MILK - WITH OR WITHOUT CEREAL

EATING CEREAL IS HOW MY KIDS GET AT LEAST SOME OF THEIR MILK

AMERICA'S MOMS AGREE: THEIR KIDS' BEST DAYS START WITH BREAKFAST

SIMPLIFY WITH CEREAL

**1/3** of moms say cereal is their "GO TO" breakfast food



CEREAL and MILK is the leading source of **10** nutrients in kids' diets

NPD Group. Breakfast In America Survey. Conducted for the Kellogg's Company. Sept 2011  
*Kellogg's*