## Cereal Numbers

## Best Bites ( ) have: 1) all or nearly all whole grains,

- 2) no more than 5 grams (1 tsp.) of total sugars per serving
- for lighter cereals or 9 grams (2 tsp.) for heavier cereals, granola, and muesli, 3) no acesulfame potassium, sucralose, or aspartame, and
- no more than 2 grams of saturated fat per serving. We waived the sugar limit if fruit came before an added sugar in

from least to most sugar, then most to least fiber and protein, then least to most calories.

the ingredients list. Within each section, cereals are ranked

(b) 4 2 5 4 4 (d) Lighter Cereals 0<sup>s</sup> 14\* General Mills Fiber One Original (1/2 cup) VV Kashi 7 Whole Grain Puffs (11/2 cups) ✓ Cascadian Farm Organic Purely O's (1½ cups) 140 ✓ General Mills Cheerios (1 cup) Magic Spoon (34 cup)1,F 2\* 1\* ✓ The Cereal School (¾ cup)¹ ✓ Barbara's Organic Brown Rice Crisps (1½ cups) 150 ✓✓ 365 (Whole Foods) Organic Brown Rice Crisps (1 cup) ✓✓ 365 (Whole Foods) Organic Bran Flakes (¾ cup) 0.5 ✓ Nature's Path Organic Heritage O's (½ cup) 0.5 General Mills Corn Chex (1 cup) 0.5 Kellogg's Corn Flakes (1 cup) 0.5 0.5 General Mills Rice Chex (1 cup) ✓ Nature's Path Organic Flax Plus Multibran Flakes (1 cup) VV Nature's Path Organic Heritage Flakes (1 cup) 4\* VV Barbara's Multigrain Spoonfuls (34 cup) ✓ Nature's Path Organic Flax Plus Cinnamon Flakes (3/3 cup) ✓✓ 365 (Whole Foods) Organic Wheat 2 2 2 7 Waffles (3/4 cup) ✓✓ General Mills Wheaties (¾ cup) 3\* ✓ Barbara's Honey Rice Puffins (¾ cup) ✓✓ General Mills Total (¾ cup) Kellogg's Special K Original (11/4 cups) Kellogg's All-Bran Original (1/2 cup) 1.5 Post Bran Flakes (1 cup) 1.5 General Mills Multi Grain Cheerios (1 cup) 1.5 Post Honey Bunches of Oats Honey Roasted (¾ cup) 1.5 General Mills Blueberry Chex (3/4 cup) 1.5 4 2 2 Kellogg's All-Bran Buds (1/3 cup) 11\* Barbara's Peanut Butter Puffins (1 cup) General Mills Blueberry Cheerios (¾ cup) General Mills Honey Nut Cheerios (3/4 cup) GoodBelly Probiotics Peanut Butter Crunch (11/4 cups) 2.5 2.5 Kellogg's Special K Red Berries (11/4 cups) Kellogg's Special K Probiotics Berries & Peaches (1 cup) Kellogg's Special K Chocolatey Delight (1 cup) 170 **Heavier Cereals** 13\* ✓ Catalina Crunch (¾ cup)¹ VV Post Shredded Wheat 'n Bran (11/3 cups) ✓ Post Shredded Wheat Spoon Size (1½ cups) ✓ Post Shredded Wheat Big Biscuit (2 biscuits) ✓✓ 365 (Whole Foods) Wheat Squares (1¼ cups) VV Post Grape-Nuts Original (1/2 cup) ✓✓ General Mills Wheat Chex (¾ cup) VV Nature's Path Organic Qi'a Honey Chia Superflakes (1 cup) 1.5 VV Nature's Path Organic Qi'a Coconut Chia Superflakes (1 cup) 1.5 ✓ Nature's Path Organic Heritage 1.5 6\* Crunch (3/4 cup) 

Crunch (% cup)		230	1.5	0	0
VV Kashi GO Original (11/4 cu	ıps)	180	2	13*	12
General Mills Fiber One	Honey				
Clusters (1 cup)		170	2 <sup>s</sup>	10	4
✓✓ Kashi GO Cinnamon Cr	isp (¾ cup)	180	2	9*	11
Happy Inside Coconut	Crunch (1 cup) <sup>F</sup>	250	2	9*	5
✓ Happy Inside Bold Blue	berry (1 cup)	210	2	9*	4
✓✓ Happy Inside Simply St		210	2	8*	5
Kashi—Autumn Wheat, Cinnamon Harvest, D	ark Cocoa Karma,				
or Island Vanilla (29-34	l biscuits) <sup>1</sup>	200	2	7	7
Kashi Organic Sprouted	Grains (11/4 cups)	190	2	6	6
Kellogg's Special K Prote	ein Original (1½ cups)	210	2	5	15
VV Kashi GO Maple Brown	Sugar Flakes		1989	250	2502
& Clusters (1 cup)	Acceptance of the control of the con	200	2	5	10
✓ Quaker Oatmeal Square	es Cinnamon (1 cup)	210	2	5	6
✓ Post Great Grains Crun	chy Pecan (¾ cup)	210	2	5	5
Kellogg's Special K Pro	tein Honey Almond	555 55	565	10	
Ancient Grains (11/3 cup	os)	230	2	4	15
Kashi GO Chocolate Cr	unch (¾ cup)	210	2.5	9	10
Post Great Grains Banar	na Nut Crunch (1 cup)	230	2.5	7	6
Kashi GO Peanut Butte	r Crunch (¾ cup)	230	2.5	6	10
VV Nature's Path Organic F	Flax Plus Raisin			_	
Bran (11/4 cups)		210	3	9	6
General Mills Fiber One				0702/15/3	The state of the s
& Vanilla Clusters (1 co	ıp)	190	3	9*	4
Kashi GO Crunch (¾ cup	)	190	3	8*	9
Kashi GO Honey Almor	nd Flax	1001210			
Crunch (3/3 cup)		200	3	8*	9
Nature's Path Organic I	lax Plus Pumpkin	220	2	0	,
Raisin Crunch (1 cup)	A 1	230	3	8	6
Post Great Grains Cran Crunch (1 cup)	berry Almond	210	3	5	5
	O-+- \\\\ -  -	210	3		
Post Honey Bunches of Grain (1 cup)1	Oats whole	230	3	5	5
	ns Dates	200			
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✓ Post Great Grains Raisin & Pecans (¾ cup)	and the second and the second	200	3	5	4
& Pecans (¾ cup)	nic Raisin Bran (1 cup)		1000	6	
& Pecans (¾ cup)  365 (Whole Foods) Orga	and the second s	180	3.5	6	4
& Pecans (¾ cup)  365 (Whole Foods) Orga  General Mills Cheerios	Oat Crunch (1 cup)	180 200	3.5 3.5	6	3
& Pecans (¾ cup)  365 (Whole Foods) Orga General Mills Cheerios  Kellogg's Raisin Bran (1)	Oat Crunch (1 cup)	180 200 190	3.5 3.5 4	6 4 7	4 3 5
& Pecans (¾ cup)  365 (Whole Foods) Orga General Mills Cheerios  Kellogg's Raisin Bran (1)  Cascadian Farm Organic	Oat Crunch (1 cup) cup) Raisin Bran (11/4 cups)	180 200 190 210	3.5 3.5 4 4	6 4 7 7*	4 3 5 5
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& Pecans (¾ cup)  365 (Whole Foods) Orga General Mills Cheerios  Kellogg's Raisin Bran (1  Cascadian Farm Organic Kellogg's Cracklin' Oat Post Honey Bunches of Almonds (¾ cup)  Post Great Grains Blueb Kellogg's Raisin Bran Cr Kellogg's Raisin Bran (11  Kellogg's Smart Start (1)  Post Raisin Bran (11/4 cups  KIND Raspberry Cluste  KIND Dark Chocolate Cr  KIND Vanilla Blueberry  KIND Vanilla Blueberry  KIND Cinnamon Oat Cl  Bob's Red Mill Cinnamon  Nature's Path Organic Cr  Effi Probiotic Chickpea  Nature's Path Organic Pr	Oat Crunch (1 cup)  cup)  Raisin Bran (11/4 cups)  Bran (3/4 cup) <sup>F</sup> Oats with  erry Morning (1 cup)  runch (1 cup)  4/4 cups)  S)  Clusters (1/2 cup)  Clusters (1/2 cup)  usters (1/2 cup)  on Raisin (1/2 cup)  Grain Free (1 cup) <sup>1,F</sup> (2/3 cup) <sup>1,F</sup> eanut Butter (1/2 cup)  tic (2/3 cup) <sup>1,F</sup>	180 200 190 210 230 270 220 190 240 190 210 240 190 210 240 190 210 240 190 210 240 190 240 190	3.5 3.5 4 4 4 4.5 4.5 5 1.5 1.5 2 2 2 2 2	6 4 7 7 7 4 4 4 3 9 3 9 8 1 9 1 9 1 3 6 4 7 7 7 7 7 4 4 4 4 4 4 4 4 4 4 4 4 4	4 3 5 4 4 5 4 5 4 6 10 5 11 10 7
& Pecans (¾ cup)  1 365 (Whole Foods) Orga General Mills Cheerios  1 Kellogg's Raisin Bran (1)  1 Cascadian Farm Organic Kellogg's Cracklin' Oat Post Honey Bunches of Almonds (¾ cup)  Post Great Grains Blueb Kellogg's Raisin Bran Cr Kellogg's Raisin Bran (1)  2 Post Raisin Bran (1)  2 Post Raisin Bran (1)  3 Cups  4 Cups  4 Cups  5 Cracklin' Oat Companie Compan	Oat Crunch (1 cup)  cup)  Raisin Bran (1¼ cups)  Bran (¾ cup) <sup>F</sup> Oats with  erry Morning (1 cup)  runch (1 cup)  ¼ cups)  Slusters (⅓ cup)  Clusters (⅓ cup)  usters (½ cup)  on Raisin (½ cup)  Grain Free (1 cup) <sup>1,F</sup> (⅓ cup) <sup>1,F</sup> eanut Butter (⅓ cup)  tic (⅓ cup) <sup>1,F</sup> usters (⅓ cup)	180 200 190 210 230 270 220 190 240 190 210 240 190 210 240 190 210 240 270 240 270 240 270 240 240 240 240 240 240 240 24	3.5 3.5 4 4 4 4.5 4.5 5 1.5 1.5 2 2 2 2 2 2 2.5 2.5	6 4 7 7* 7 4 4 4 3 9 10 5 10 10 10 10 10 10 10 10 10 10 10 10 10	4 3 5 4 5 4 4 5 7 4 6 10 7 6 10
& Pecans (¾ cup)  V 365 (Whole Foods) Orga General Mills Cheerios  V Kellogg's Raisin Bran (1  V Cascadian Farm Organic Kellogg's Cracklin' Oat Post Honey Bunches of Almonds (¾ cup)  Post Great Grains Blueb Kellogg's Raisin Bran Cl Kellogg's Smart Start (1  V Post Raisin Bran (1¼ cups  V KIND Raspberry Cluste  V Bear Naked Fit (½ cup)¹  V KIND Dark Chocolate Cl  V KIND Vanilla Blueberry  V KIND Cinnamon Oat Cl  V Bob's Red Mill Cinnamo  Nature's Path Organic Cl  Effi Probiotic Chickpea  V Nature's Path Organic P  Purely Elizabeth Probio  KIND Peanut Butter Clu  Purely Elizabeth Grain-	Oat Crunch (1 cup)  cup)  Raisin Bran (1¼ cups)  Bran (¾ cup) <sup>F</sup> Oats with  erry Morning (1 cup)  runch (1 cup)  ¼ cups)  Slusters (⅓ cup)  Clusters (⅓ cup)  usters (½ cup)  on Raisin (½ cup)  Grain Free (1 cup) <sup>1,F</sup> (⅓ cup) <sup>1,F</sup> eanut Butter (⅓ cup)  tic (⅓ cup) <sup>1,F</sup> usters (⅓ cup)	180 200 190 210 230 270 220 190 240 190 210 240 190 210 240 190 210 240 270 240 270 240 360 310 260 270 260 330	3.5 3.5 4 4 4 4.5 4.5 5 1.5 1.5 2 2 2 2 2 2 2 2.5 2.5 2.5	6 4 7 7* 7 4 4 4 3 9 \(\infty\) \	4 3 5 4 5 4 4 5 7 4 6 10 7 6 10 10
& Pecans (¾ cup)  1 365 (Whole Foods) Orga General Mills Cheerios  1 Kellogg's Raisin Bran (1  1 Cascadian Farm Organic Kellogg's Cracklin' Oat Post Honey Bunches of Almonds (¾ cup)  Post Great Grains Blueb Kellogg's Raisin Bran Cl Kellogg's Raisin Bran (1  1 Post Raisin Bran (11/4 cups)  1 KIND Raspberry Cluste  2 Bear Naked Fit (½ cup)¹  2 KIND Vanilla Blueberry  2 KIND Vanilla Blueberry  3 KIND Cinnamon Oat Cl  4 Bob's Red Mill Cinnamon Nature's Path Organic Cl  5 Effi Probiotic Chickpea  4 Nature's Path Organic Pl  6 Purely Elizabeth Probio  6 KIND Peanut Butter Clu  7 Purely Elizabeth Grain- 6 CLIF Energy (⅔ cup)¹	Oat Crunch (1 cup)  cup)  Raisin Bran (1¼ cups)  Bran (¾ cup) <sup>F</sup> Oats with  erry Morning (1 cup)  funch (1 cup)  ¼ cups)  Clusters (½ cup)  Clusters (½ cup)  usters (½ cup)  on Raisin (½ cup)  Grain Free (1 cup) <sup>1,F</sup> (⅓ cup) <sup>1,F</sup> eanut Butter (½ cup)  tic (⅓ cup) <sup>1,F</sup> usters (⅓ cup)  Free (⅓ cup)  Free (⅓ cup)  Free (⅓ cup) <sup>1,F</sup>	180 200 190 210 230 270 220 190 240 190 210 240 190 210 240 190 210 240 270 240 360 310 260 270 260 330 250	3.5 3.5 4 4 4 4.5 4.5 5 1.5 1.5 2 2 2 2 2 2 2 2 2 2 2 2 2	6 4 7 7* 7 4 4 4 3 9 10 10 10 10 10 10 10 10 10 10 10 10 10	4 3 5 4 5 4 4 5 7 4 6 10 7 6 10 10 8
& Pecans (¾ cup)  10 365 (Whole Foods) Orga General Mills Cheerios  11 Kellogg's Raisin Bran (1  12 Cascadian Farm Organic Kellogg's Cracklin' Oat Post Honey Bunches of Almonds (¾ cup)  Post Great Grains Blueb Kellogg's Raisin Bran Cl Kellogg's Raisin Bran (1½ cups)  12 V Post Raisin Bran (1½ cups)  13 V KIND Raspberry Cluste  14 V Bear Naked Fit (½ cup)  15 V KIND Vanilla Blueberry  16 V KIND Vanilla Blueberry  17 V KIND Cinnamon Oat Cl  18 V KIND Cinnamon Oat Cl  19 V KIND Cinnamon Oat Cl  20 V KIND Cinnamon Oat Cl  21 V Bob's Red Mill Cinnamon Nature's Path Organic Cl  22 Effi Probiotic Chickpea  23 V Nature's Path Organic P  24 Purely Elizabeth Probio KIND Peanut Butter Clu  25 Purely Elizabeth Grain- CLIF Energy (⅔ cup)  26 KIND Maple Quinoa Cl	Oat Crunch (1 cup)  cup)  Raisin Bran (1¼ cups)  Bran (¾ cup) <sup>F</sup> Oats with  erry Morning (1 cup)  runch (1 cup)  ¼ cups)  Slusters (½ cup)  Clusters (½ cup)  usters (½ cup)  on Raisin (½ cup)  Grain Free (1 cup) <sup>1,F</sup> (⅓ cup) <sup>1,F</sup> eanut Butter (½ cup)  tic (⅓ cup) <sup>1,F</sup> usters (⅓ cup)  Free (⅓ cup)  Free (⅓ cup)  custers (⅓ cup)	180 200 190 210 230 270 220 190 240 190 210 240 190 210 240 190 210 240 190 250 360 310 260 270 260 330 250 190	3.5 3.5 4 4 4 4.5 4.5 5 1.5 1.5 2 2 2 2 2 2 2 2 2 2 2 2 2	6 4 7 7* 7 4 4 4 3 9 (osy) 2 (o) 4 9/4 3 6 4 7* 7* 5 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	4 3 5 4 5 4 4 5 7 4 6 10 7 6 10 10 8 4
& Pecans (¾ cup)  365 (Whole Foods) Orga General Mills Cheerios  Kellogg's Raisin Bran (1  Cascadian Farm Organic Kellogg's Cracklin' Oat Post Honey Bunches of Almonds (¾ cup)  Post Great Grains Blueb Kellogg's Raisin Bran Cr Kellogg's Raisin Bran Cr Kellogg's Smart Start (1  V Post Raisin Bran (1¼ cups  Granola  KIND Raspberry Cluste  KIND Dark Chocolate Cr KIND Vanilla Blueberry  KIND Vanilla Blueberry  KIND Cinnamon Oat Cr  KIND Cinnamon Oat Cr  V Bob's Red Mill Cinnamor  Nature's Path Organic Cr Effi Probiotic Chickpea  V Nature's Path Organic Pr  Purely Elizabeth Probio  KIND Peanut Butter Cr  Purely Elizabeth Grain-  CLIF Energy (⅔ cup)¹  KIND Maple Quinoa Cl  KIND Almond Butter Cr  KIND Almond Butter Cr	Oat Crunch (1 cup)  cup)  Raisin Bran (1¼ cups)  Bran (¾ cup)  Oats with  Perry Morning (1 cup)  runch (1 cup)  ¼ cups)  Clusters (½ cup)  Clusters (½ cup)  In Raisin (½ cup)  On Raisin (½ cup)  Crain Free (1 cup)  Crain Free (1 cup)  Crain Butter (½ cup)  Stic (⅓ cup)  Tree (⅓ cup)  Tree (⅓ cup)  Cree (⅓ cup)  Cree (⅓ cup)  Cree (⅓ cup)	180 200 190 210 230 270 220 190 240 190 210 240 190 210 240 190 210 240 190 250 30 250 190 250	3.5 3.5 4 4 4 4.5 4.5 5 1.5 1.5 2 2 2 2 2 2 2 2 2 2 2 2 2	6 4 7 7* 7 4 4 4 3 9 (Sy) 2 (Sy) 3 6 4 7* 7* 5 4 4 4 4 3 9	4 3 5 4 5 4 4 5 7 6 10 7 6 10 10 8 4 10
& Pecans (¾ cup)  10 365 (Whole Foods) Orga General Mills Cheerios  11 Kellogg's Raisin Bran (1  12 Cascadian Farm Organic Kellogg's Cracklin' Oat Post Honey Bunches of Almonds (¾ cup)  Post Great Grains Blueb Kellogg's Raisin Bran Cl Kellogg's Raisin Bran (1½ cups)  12 V Post Raisin Bran (1½ cups)  13 V KIND Raspberry Cluste  14 V Bear Naked Fit (½ cup)  15 V KIND Vanilla Blueberry  16 V KIND Vanilla Blueberry  17 V KIND Cinnamon Oat Cl  18 V KIND Cinnamon Oat Cl  19 V KIND Cinnamon Oat Cl  20 V KIND Cinnamon Oat Cl  21 V Bob's Red Mill Cinnamon Nature's Path Organic Cl  22 Effi Probiotic Chickpea  23 V Nature's Path Organic P  24 Purely Elizabeth Probio KIND Peanut Butter Clu  25 Purely Elizabeth Grain- CLIF Energy (⅔ cup)  26 KIND Maple Quinoa Cl	Oat Crunch (1 cup)  cup)  Raisin Bran (1¼ cups)  Bran (¾ cup)  Oats with  Perry Morning (1 cup)  runch (1 cup)  ¼ cups)  Clusters (⅓ cup)  Clusters (⅓ cup)  Unsters (⅓ cup)  On Raisin (⅓ cup)  On Raisin (⅓ cup)  Crain Free (1 cup)  Crain Free (1 cup)  Crain Butter (⅓ cup)  Exters (⅓ cup)  Tree (⅓ cup)  Tree (⅓ cup)  Crain Free (1 cup)	180 200 190 210 230 270 220 190 240 190 240 190 210 240 190 210 240 270 240 190 250 360 310 260 330 250 190	3.5 3.5 4 4 4 4.5 4.5 5 1.5 1.5 2 2 2 2 2 2 2 2 2 2 2 2 2	6 4 7 7* 7 4 4 4 3 9 (osy) 2 (o) 4 9/4 3 6 4 7* 7* 5 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	4 3 5 4 5 4 4 5 7 4 6 10 7 6 10 10 8 4

✓ Bob's Red Mill Old Country Style (½ cup) 2.5 ✓✓ 365 (Whole Foods) Fruit & Nut (½ cup) 2.5 ✓✓ Best Bite. S Contains acesulfame potassium and/or sucralose. \* Includes added processed fiber. 1 Average of the entire line or the varieties listed. FContains at least 2.5 grams of saturated fat. Protein Daily Target: 85 grams.

Purely Elizabeth Nut Butter (3/3 cup)1,F

Almond (3/3 cup)

Raisin (3/3 cup)

Muesli

Quaker Simply (1/2 cup)1

Bear Naked Original Cinnamon (1/2 cup)

Cascadian Farm Organic Dark Chocolate

Purely Elizabeth Ancient Grain (2/3 cup)1,F

Quaker Real Medleys Supergrains (1/2 cup)1

Cascadian Farm Organic Fruit & Nut (2/3 cup)

Nature Valley Peanut Butter (1/2 cup)

Cascadian Farm Organic Cinnamon

Nature Valley Protein (1/2-2/3 cup)1

Nature Valley Fruit & Nut (1/2 cup)

✓ Alpen No Sugar Added (⅔ cup)

✓ Alpen Original (⅔ cup)

✓ Bob's Red Mill Fruit & Seed (½ cup)

✓ Bob's Red Mill Gluten Free (½ cup)

Post Honey Bunches of Oats (1/2-3/4 cup)1

4\*

3\*

3.5

3.5

3.5

3.5

3.5

1.5

1.5

Note: To convert teaspoons of sugar to grams, multiply by 4.2.

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Daily Values (DVs): Saturated Fat: 20 grams. Fiber: 28 grams. Source: company information. The use of information from this article for com-