

How to choose breakfast cereals

		Sugar g	Fibre g	Sodium mg	First 3 Ingredients	Taste Comments
Harraways Scotch Oats		✓ 1.0	✓ 9.2	✓ 9	1.100% natural oats	Delicious oaty flavour. Kids will enjoy with sweetness added such as honey, sugar or fruit.
Sanitarium Weet-Bix		✓ 2.8	✓ 11.0	✓ 280	1.Whole grain wheat (97%) 2.Sugar 3.Salt	The classic flavour; very sustaining. Is better with something sweet added.
Kellogg's Corn Flakes		✓ 7.9	✗ 2.6	✗ 820	1.Corn (90%) 2.Sugar 3.Malt extract	Not too sweet, with good flavour. We think most kids would probably want to add sugar.
Sanitarium Ricies		✓ 8.8	✗ 1.7	✗ 860	1.Rice (89%) 2.Sugar 3.Salt	A fairly light cereal, with a plain flavour. Would be more appealing if combined with fruit or yoghurt.
Kellogg's Mini Wheats - blackcurrant		✓ 13.4	✓ 9.7	✓ 15	1.Whole wheat (73%) 2.Fruit paste (26%) 3.Vitamins	Very crunchy with a nice fruit flavour and not too sweet. Substantial and filling.
Sanitarium Weet-Bix Crunch - Caramel flavour		✗ 20.2	✓ 8.0	✓ 245	1.Whole grain wheat (71%) 2.Raw sugar 3.Maltodextrin	Bite-sized and easy to eat, this will appeal to kids with its caramel flavour. An interesting twist on the classic Weet-bix.
Kellogg's Sultana Bran		✓ 22.7	✓ 14.2	✓ 270	1.Cereals (62%) (whole wheat; wheat bran) 2.Sultanas (28%) 3.Sugar	The sultanas lift the plain-tasting flakes. Would be nice with other fruit added.
Sanitarium Honey Puffs		✗ 25.0	✓ 5.7	✓ 6	1.Whole grain wheat (69%) 2.Sugar 3.Honey (8%)	Very nice honey flavour, and good crunch. A kids' favourite.
Nestlé Milo		✗ 30.7	✗ 4.2	✓ 137	1.Cereals [wheat flour (36%); whole grain wheat flour (20%)] 2.Sugar 3.Formulated supplementary food base:Milo (17.3%)	Sweet and chocolatey; rather like eating chocolate biscuits!
Kellogg's Coco Pops		✗ 36.5	✗ 1.2	✗ 564	1.Whole white rice (53%) 2.Sugar 3.Cocoa (3%)	Very sweet and quite chocolatey. Our 13-year-old tester declared this "awesome".
Hubbards Bugs 'n Mud		✗ 48.0	n/s	✗ 480	1.Rice (49%) 2.Sugar 3.Cocoa powder (2%)	Crunchy and very sweet, and quite light. Stayed crunchy in milk quite well.

✓ Criteria

Sugar:	<15g per 100g; 25g per 100g if from dried fruit
Fibre:	>5g per 100g but no more than 15g
Sodium:	<400mg per 100g

Nutrition analysis per 100g. Sorted by sugar content.
(These examples were chosen to illustrate the types of products out there. There are many more available.)

n/s = not stated