



## New Research Reveals Huge Differences in the Sugar and Salt Content of Global Breakfast Cereal Brands

- **High and unnecessary amount of sugar is added to breakfast cereals with 58% of cereals surveyed containing high levels of sugar**
- **Not one single product featured contained low levels of sugar**
- **54% of the cereals surveyed contain 2 teaspoons or more of sugar per suggested serving**
- **The salt and sugar content of breakfast cereals varies hugely between countries**
- **WASH calls on breakfast cereal manufactures to reduce the salt and sugar content of cereals to the lowest levels across all countries**

A NEW survey on global breakfast cereal brands by World Action on Salt and Health (WASH) has revealed wide **differences** in the levels of salt and sugar found in the same breakfast cereals sold around the world.

The survey looked at 19 products by Kellogg’s and Nestle/General Mills from 29 countries for comparison and found the SUGAR content ranged from 57g to 8g per 100g, a difference of 86%, whilst the SALT content ranged from 1.93g to 0.08g per 100g, a difference of 96% across all cereals. Currently the World Health Organisation (WHO) recommends that adults should restrict their salt content to 5g a day and free sugars intake to 25g a day (Ref 4).

The cereal with the highest sugar content was Kellogg’s Honey Smacks sold in Mexico which contained 17g sugar per 30g serving – that’s over 4 teaspoons in one bowl- equivalent to nearly 2 and a half Krispy Kreme doughnuts (Ref 5).

The top 5 cereals brands with the highest sugar content include:

Top 5 cereals with highest sugar content per 100g		
Brand	Country	Sugars per 100g (g)
Kellogg’s Honey Smacks	Mexico	57
Kellogg’s Frosties	Australia and New Zealand	41.3
Kellogg’s Froot Loops	Brazil and Mexico	40
Kellogg’s Coco Pops	USA and Hong Kong	38.7
Kellogg’s Crunchy Nut Cornflakes	UK, Hungary, India, Kuwait, Spain, Ireland, UAE	35

The top 5 cereals with the lowest sugar:

Top 5 cereals lowest sugar content per 100g		
Brand	Country	Sugars per 100g (g)
Kellogg's Cornflakes	Argentina Brazil Finland Belgium Denmark Greece Hungary Ireland Kuwait Morocco Netherlands Norway Oman Qatar Spain Sweden UAE Italy UK	8.0
Kellogg's Rice Krispies	Belgium Italy Kuwait Qatar Spain	8.0
Nestle Fitness	Denmark Sweden Norway	9.5
Kellogg's All Bran Flakes	Australia New Zealand	11.6
Kellogg's Special K	Denmark Finland Norway Sweden	11.9

Meanwhile, the top cereal offenders in certain countries contain FAR LESS sugar than in others. For example:

1. Kellogg's Honey Smacks in Mexico contains 57g of sugar per 100g (17g per 30g serving) which is **25% more sugar** than the same cereal sold in Spain, Belgium, Kuwait, Morocco, Norway, UAE and Qatar (43g sugar per 100g or 13g per 30g serving).
2. Kellogg's Frosties in the Australia and New Zealand contains 41.3g per 100g (12.4g per 30g serving) which is **27% more sugar** than the same product sold in Hong Kong and Pakistan which (30g per 100g or 9g per 30g serving)
3. Kellogg's Froot Loops in Mexico and Brazil contains 40g per 100g (12g per 30g serving) which is **38% more sugar** than the same cereal sold in Kuwait and UAE (25g per 100g or 7.5g per 30g serving )
4. Kellogg's Coco Pops in the US and Hong Kong contains 38.7g per 100g (11.6g per 30g serving) which is **30% more sugar** than the same cereal sold in Oman (27g per 100g or 8.1g per serving)

Interestingly, the product with the highest sugar content (Kellogg's Honey Smacks) also had the lowest salt content.

The top 5 cereals with the highest salt content include:

Top 5 cereals with highest salt content per 100g		
Brand	Country	Salt per 100g (g)
Kellogg's Corn Flakes	India	1.93g
Kellogg's Rice Krispies	Sri Lanka	1.92g
Kellogg's All Bran Flakes	USA	1.81g
Kellogg's Special K	Canada	1.80g
Kellogg's Coco Pops	Mexico	1.50g

1. Kellogg's Corn Flakes sold in India (1.93g/100g or 0.58g per 30g serving) which contains **46% more salt** than the same cereal sold in Argentina and Brazil (1.04g/100g or 0.31g per 30g serving).
2. Kellogg's Rice Krispies sold in Sri Lanka (1.92g/100g or 0.58g/30g serving) which contain **43% more salt** than the same product sold in Finland (1.10g/100g or 0.33g per 30g serving)
3. Kellogg's All Bran Flakes sold in the US (1.81g/100g or 0.53g per 30g serving) which contains **61% more salt** than the same brands sold in 13 other countries (0.70g per 100g or 0.21g per 30g serving)
4. Kellogg's Special K sold in Canada 1.80g/100g or 0.54g per 30g serving which contains **50% more salt** than the same cereal sold in Australia and New Zealand (0.90g per 100g or 0.27g per 30g serving)
5. Kellogg's Coco Pops sold in Mexico 1.50g/100g (0.45g per 30g serving) contains **51% more salt** than the same cereal sold in Kuwait, Netherlands, Spain and Belgium (0.73g/100g or 0.22g per 30g serving)

The top 5 cereals with the lowest salt:

Top 5 cereals with lowest salt content per 100g		
Brand	Country	Salt per 100g (g)
Kelloggs Smacks	Belgium Kuwait Morocco Norway Qatar Spain UAE	0.08
Kelloggs Frozen	Australia and New Zealand	0.36
Nestle Chocapic	Italy Spain Greece Kuwait Morocco Belgium UAE	0.38
Nestle Lion	Qatar	0.38
Nestle Nesquik	Argentina UK Belgium Ireland Finland Croatia Greece Italy Morocco Spain	0.50

The findings of the survey demonstrate it is possible to reduce the salt and sugar content of breakfast cereals with the UK leading the way with salt reduction. Countries can learn from the UK's successful salt reduction programme which has set clear targets for the food industry to gradually reduce salt added to processed food which has resulted in the UK decreasing its population salt intake. As this is done slowly, consumers do not notice the difference in taste and there is no reduction in sales.

**WASH is calling on all global food manufacturers to reduce the salt and sugar content of breakfast cereals supplied to all countries to reach the WHO target of 5g of salt for adults per day and 25g of sugar per day (Ref 4).**

**UK Registered Nutritionist Saadia Noorani from WASH says:** "Our findings clearly show that both sugar and salt content varies among the same product sold in different countries with wide ranging differences.

We know that food manufactures can reduce the salt and sugar content of their products and should do more to reduce levels through reformulation across all their markets, in all countries. The salt reduction programme in the UK, and subsequent fall in population blood pressure, has shown us how reformulation programmes can have a meaningful impact on public health."

**In regards to the breakfast cereals in Qatar,** Nestle Cookie Crisp was reported to have the highest sugar and salt content 34.6g and 1.15g per 100g serving, respectively. Compared to all available breakfast cereal brands, Kellogg's Cornflakes reported the lowest sugar content with 8g per 100g serving. Kellogg's Cornflakes also reported to have the lowest salt content with 0.7g per 100g serving. On a positive note, a few other commonly consumed breakfast cereals amongst children in Qatar that reported to have the lowest content of one of the two concerned nutrients were; Kellogg's Frozen with 21g sugar per 100g serving and Nestle Lion which contains 0.38g of salt per 100g serving.

**ENDS**

For further information contact: [add your PR contact details]

UK PR contact: David Clarke: david@rock-pr.com Mobile: +44 (0)7773 225516

Website [www.worldactiononsalt.com](http://www.worldactiononsalt.com)

**Notes to editor:**

1. Our survey looked at the nutritional composition (sugar and salt content) of ready to eat breakfast cereals in 29 countries. In order to draw international comparisons we focused on 19 products that were found in a large number of participating countries. These products were

manufactured by the two leading manufactures of breakfast cereals, Kellogg's and Nestle/General Mills (marketed as Uncle Toby's in Australia and New Zealand). Manufactures suggested serving sizes ranged from 27g to 40g.

- Nutritional information was collected from product packaging or from manufactures websites or national databases during 2016.
- The UK traffic light labelling system was used to classify cereals as high, medium or low levels [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/300886/2902158\\_FoP\\_Nutrition\\_2014.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/300886/2902158_FoP_Nutrition_2014.pdf)

Text	LOW	MEDIUM	HIGH
Colour Code	Green	Amber	Red
(Total) Sugars	≤ 5.0g/100g	> 5.0g and ≤22.5g /100g	> 22.5g/100g
Salt	≤ 0.3g/100g	> 0.3g to ≤1.5g/100g	>1.5g/100g

- WHO recommended salt intake for adults is 5g/day:  
[http://apps.who.int/iris/bitstream/10665/77985/1/9789241504836\\_eng.pdf](http://apps.who.int/iris/bitstream/10665/77985/1/9789241504836_eng.pdf)

WHO conditional recommendation for sugars is below 5% of total energy:  
[http://www.who.int/nutrition/publications/guidelines/sugars\\_intake/en/](http://www.who.int/nutrition/publications/guidelines/sugars_intake/en/)

- Krispy Kreme Glazed Doughnut contains 7g sugar per serving –  
<http://www.krispykreme.co.uk/our-doughnuts>

## Tables

**Table 1: Range of salt content (g/100g)**

Cereal	Range Across Different Countries (g/100g)	
	Lowest	Highest
Kellogg's All Bran Flakes	0.70	1.81
Kellogg's Chocos	0.75	0.83
Kellogg's Coco Pops/Choco Krispies	0.73	1.50
Kellogg's Cornflakes	1.04	1.93
Kellogg's Crunchy Nut Cornflakes	0.80	1.09
Kellogg's Froot Loops	0.85	1.33
Kellogg's Frosties	0.63	1.29
Kellogg's Frozen	0.36	1.26
Kellogg's Rice Krispies	1.10	1.92
Kellogg's Honey Smacks	0.08	0.38
Kellogg's Special K	0.90	1.80
Nestle Cheerios Honey	0.67	1.08
Nestle Cheerios Multigrain	0.90	1.33
Nestle Chocapic	0.38	0.67
Nestle Cookie Crisp	0.77	1.15
Nestle Fitness	0.91	1.14
Nestle Fitness Fruits	0.86	0.93

Nestle Lion	0.38	0.50
Nestle Nesquik	0.50	1.47

**Table 2: Range of Sugar Content (g/100g)**

Cereal	Range Across Different Countries (g/100g)	
	Lowest	Highest
Kellogg's All Bran Flakes	11.6	30
Kellogg's Chocos	29	34.7
Kellogg's Coco Pops/Choco Krispies	27	38.7
Kellogg's Cornflakes	8	10.7
Kellogg's Crunchy Nut Cornflakes	31.7	35
Kellogg's Froot Loops	25	40
Kellogg's Frosties	30	41.3
Kellogg's Frozen	21	31.3
Kellogg's Rice Krispies	8	12.1
Kellogg's Honey Smacks	43	56.7
Kellogg's Special K	11.9	25
Nestle Cheerios Honey	17.8	34.2
Nestle Cheerios Multigrain	20	21
Nestle Chocapic	25	29
Nestle Cookie Crisp	24.2	34.6
Nestle Fitness	9.5	15
Nestle Fitness Fruits	25	30.3
Nestle Lion	28.7	29.7
Nestle Nesquik	25	31