

# NutriGet

## Smart Choice of Cold-Served Breakfast Cereal

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Cornflakes, muesli and coco-cocoa balls, etc, are ready-to-eat or can be served cold with milk, soybean milk, etc. They are the breakfast choices of many students and people at work. As a convenient food with many different types, flavours and ingredients, it may also serve with yoghurt or ice cream and easily becomes one of popular snacks. In this issue, we will look at how nutrition labels can help us choose our own types and amount of breakfast cereal.

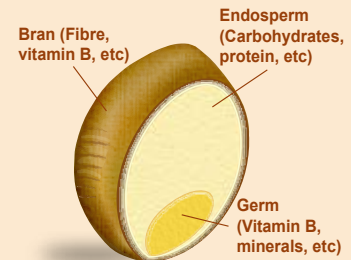
### Brief Information of Cold-Served Breakfast Cereal

#### Raw Materials:

- Usually made with corn, oat, wheat and rice
- Wholegrains are coarser but contain higher amount of fibre, mineral and vitamin
- Refined grains retain endosperm only

#### Production Method:

- Grains are seasoned and processed (e.g. heating, drying and shaping) to make breakfast cereals in puffed, flaked or shredded forms
- Some are added with different ingredients to enrich their taste and texture



Grain Anatomy

### Types of Cereal



**Flavours - Added with flavours like salt, cocoa powder or honey**  
Contain carbohydrates, protein, fibre, vitamins (B, E) and minerals (iron, magnesium)

**Tips:** Adding flavours like cocoa and honey to cereal will increase sugars content whereas salt added will raise the sodium content



**Nuts - Added with almonds, sunflower seeds and hazelnuts**  
Nuts provide extra protein, fibre, unsaturated fat and minerals like calcium, iron and magnesium

**Tips:** Preserved nuts are higher in sodium while fried nuts are higher in total fat



**Dried Fruits - Added with dried apricots, dried strawberries, raisins**  
Dried fruits provide extra fibre, vitamin A, vitamin C, etc.

**Tips:** Dried fruits with added sugars will increase sugars content

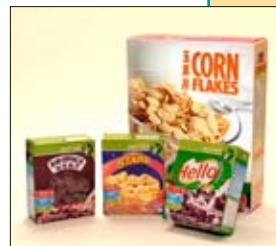
### Nutrient Content of Common Cold-Served Breakfast Cereals

Source: Joint Study by Centre for Food Safety and Consumer Council released in July 2010  
[www.nutritionlabel.gov.hk](http://www.nutritionlabel.gov.hk)

	Per 100g
Energy	338 - 473 kcal
Protein	3.6 - 14.3 g
Total fat	0 - 18.4 g
-Saturated fat	0 - 5.6 g
-Trans fat	0 - 0.015 g
Carbohydrates	42.1 - 88.4 g
-Sugars	4.4 - 43 g
Dietary Fibre	1.9 - 14.5 g
Sodium	0 - 766.7 mg

### Decoding Nutrition Label

- One level bowl of breakfast cereal is about 50g which provides 169 to 237 kcal of energy, approximates 8% to 12% of whole day's energy intake (based on a 2000-kcal diet).
- Moderate intake of dietary fibre facilitates proper bowel function. A level bowl of breakfast cereal may provide 1g to 7g of dietary fibre, contributing 4% to nearly 30% of daily recommended intake (not less than 25g) for adults. Below are examples of nutrition claims in relation to dietary fibre that are allowed by law:
  - "High Fibre", "Rich in Dietary Fibre": Per 100g of food contains not less than 6g of dietary fibre.
  - "Contains Dietary Fibre": Per 100g of food contains not less than 3g of dietary fibre.



### Recipe for Healthy Breakfast Cereals

#### Eat More Healthily?

- Check ingredient list and choose products made from whole grains.
- Check the fat and sugars content on nutrition labels of the milk products or soybean milk products before adding for consumption.
- Add a moderate amount of dried fruits without added sugars or fresh fruits to increase fibre content and control sugars intake. For nuts, choose unpreserved or non-fried ones.



#### Eat More Safely?

- Follow the instructions on the package to store the food or keep it in a dry and cool place.
- Consume it quickly before expiry date.
- Wash hands thoroughly before consumption and avoid direct contact of hands with food.