

# General Mills Unadvertised Cereal FACTS

Child Brands: *Count Chocula, Dora the Explorer*  
 Family Brands: *Golden Grahams, Kix*

General Mills' unadvertised child and family cereals vary both in nutrition quality and in-store marketing. Dora the Explorer earns a relatively high nutrition score, but has a very low presence in the supermarket. Kix ranks similarly high in nutrition (although one variety, Berry Berry Kix, has a much higher sugar content and includes food dyes), but posts moderate in-store and on-package marketing. Count Chocula and Golden Grahams, on the other hand, rank among the lowest cereals nutritionally. Count Chocula appears to be a seasonal product, with half its yearly sales in October. Golden Grahams, however, has a significant marketing presence in the supermarket, and despite its low nutrition, has one of the highest incidences of health features on its packaging.

## Nutrition Facts:

Overall Nutrition Score: 36.0 . . . . . Ranking: 40 of 43

NUTRITION OVERVIEW*								
Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved	Ranking (out of 43)
Count Chocula	38	44%	4%	593	Red 40, Yellow 5 & 6, Blue 1	No	----	33
Dora the Explorer	50	22%	11%	667	No	No	----	13
Golden Grahams	36	36%	3%	871	No	No	----	40
Berry Berry Kix	48	31%	4%	692	Red 40, Blue 1	No	----	7
Honey Kix	50	18%	9%	697	No	No	----	7
Kix	54	10%	10%	700	No	No	----	7

\*As of May 31, 2009

## Marketing Facts:

Total advertising spending (\$000): N/A

### TELEVISION ADVERTISING

Television advertising exposure: None

### INTERNET MARKETING

Child-targeted website: None

Child-targeted banner ads: None

## IN-STORE MARKETING

Total share of shelf: 1.38% . . . . . Ranking: 13

In-store displays and promotions: . . . . . Ranking: 18

SHELF SPACE*				
Cereal	Total share of shelf	% stores stocking	Avg # facings per store	Ranking
Count Chocula	0.04%	11%	1.5	41
Dora the Explorer	0.06%	12%	2.0	40
Golden Grahams	0.83%	92%	3.3	19
Kix	1.36%	95%	7.3	14

\*From 05/09 to 06/09

## IN-STORE MARKETING continued

IN-STORE MARKETING*					
Cereal Brand	Diaplays		Promotions		
	% stores with display	Avg # displays per store	% stores with promotions	Avg # promotions per store	Ranking
Count Chocula	0%	0	6%	2.4	<b>39</b>
Dora the Explorer	0%	0	3%	1.0	<b>42</b>
Golden Grahams	33%	1.6	67%	2.6	<b>11</b>
Kix	15%	1.5	51%	4.1	<b>20</b>

\*From 05/09 to 06/09

## PRODUCT PACKAGING

HEALTH FEATURES ON THE BOX						
Cereal Brand	Ingredient Claims		Health Claims		Health URLs	
	% of boxes	Claims per box	% of boxes	Claims per box	% of boxes	Ranking
Golden Grahams	100%	2.8	0%	0	75%	<b>5</b>
Kix	75%	2.1	0%	0	75%	<b>10</b>

CHILD ENGAGEMENT FEATURES ON THE BOX					
Cereal	Child Features		Promotions	Game URLs	
	% of boxes	Features per box	% of boxes	% of boxes	Ranking
Golden Grahams	75%	1.0	25%	75%	<b>14</b>
Kix	13%	1.0	13%	50%	<b>25</b>