

General Mills Company FACTS: Family Brands

Family Brands: Boo Berry (seasonal), Cheerios (Regular), Cheerios (except Regular and Honey Nut), Chex, Count Chocula (seasonal), Frankenberry (seasonal), Golden Grahams, Kix

General Mills ranked in the bottom three for nutrition quality of its child and family cereals; however, the company engaged in the most marketing. Its portfolio of family-targeted cereals remained relatively unchanged since 2008, with the exception of a few new product introductions, such as Chocolate and Cinnamon Burst Cheerios. Regular Cheerios still remained the most nutritious cereal among family brands and it had the highest total spending of all General Mills child and family brands.

Nutrition Facts:

Overall Nutrition Score: 48

Company Ranking: 7 of 9

Cereal	Overall nutrition score	Serving size (g)	Sugar (g)	Fiber (g)	Sodium (mg)	CFBAI approved*
Boo Berry (seasonal)	44	33	10	1	190	
Cheerios (Regular)	70	28	1	3	160	
Cheerios (except Regular and Honey Nut)	46 to 54	27 to 32	6 to 10	2 to 5	120 to 170	
Chex	46 to 56	27 to 47	2 to 10	1 to 6	170 to 270	
Count Chocula (seasonal)	42	27	10	1	160	
Franken Berry (seasonal)	44	33	10	1	190	
Golden Grahams	42	31	10	2	240	
Kix	52 to 56	30	3	2 to 3	180	

*April 2012

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Marketing Facts:

Company Ranking: 1 of 4

Advertising spending and TV ad exposure: 2011

Cereal	Advertising spending (000)			Average number of ads viewed			Child:adult targeted ratio
	Total	Television	Other media	2-5 years	6-11 years	12-17 years	
Cheerios (Regular)	\$49,914	\$48,199	\$715	15	18	25	0.5
Cheerios (except Regular and Honey Nut)	\$34,762	\$30,409	\$4,353	10	11	16	0.4
Chex	\$19,023	\$17,481	\$1,542	8	9	13	0.4
Kix	\$103						

Other media exposure: 2011

Cereal	Internet advertising (monthly average)					
	Website unique visitors (000)		Ad views on youth websites (000)	Social media		
	2-11 yrs.	12-17 yrs.		Facebook likes	Twitter followers	YouTube views
Cheerios (All)	7.1	7.7		741,331	5,136	17,496
Cheerios (Regular)						
Cheerios (except Honey Nut)			2,534			
Chex		1.9	2			
Kix	0.2	1.4				