

# Mini-Wheats FACTS

Company: **Kellogg** ■ Marketed directly to children: **No** ■ FACTS Index: **90**

Mini-Wheats has the highest overall nutrition score among all child and family cereal brands; however, some of its varieties contain food dyes and/or artificial sweeteners. Mini-Wheats is the only cereal brand that would be allowed to advertise to children in the UK. This brand is one of the top cereal marketers, spending the third greatest amount on advertising; however, the brand markets directly to parents, not to children. Mini-Wheats has a high presence in supermarkets, occupying the second largest amount of shelf space and using displays and promotions to drive sales.

## Nutrition Facts:

Overall Nutrition Score: 72.0 . . . . . Ranking: 1 of 43

NUTRITION OVERVIEW*							
Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
Frosted/Big Bite	74	20%	10%	10	No	No	Yes
Frosted/Bite Size	74	20%	10%	8	No	No	Yes
Frosted/Blueberry Muffin	70	23%	10%	0	Red 40 Lake, Blue 2 Lake	Sorbitol	Yes
Frosted/Cinnamon Streusel	70	23%	10%	0	Red 40, Yellow 5 & 6, Blues 1	No	Yes
Frosted/Maple & Brown Sugar	70	25%	10%	0	No	Sorbitol	Yes
Frosted/Strawberry Delight	70	23%	10%	0	Red 40, Blue 1 & 2	Sorbitol	Yes
Unfrosted/Bite Size	82	2%	10%	17	No	No	Yes
Little Bites Chocolate	56	22%	11%	491	No	Sorbitol	Yes
Little Bites Honey Nut	70	22%	11%	364	Yellow 5 Lake, Red 40 Lake, Blue 1 Lake	Sorbitol	Yes

\*As of May 31, 2009

## Marketing Facts:

Total advertising spending (\$000): \$59,232. . . . . Ranking: 3

### TELEVISION ADVERTISING

Television advertising exposure: . . . . . Ranking: 17

AVERAGE ADS VIEWED BY AGE AND DEMOGRAPHICS*				
Children			Adolescents	
2-5 years	6-11 years	Child/Adult viewing ratio	12-17 years	Teens/adults viewing ratio
13	17	0.4	27	0.7

\*From 1/1/08 to 3/31/09

### INTERNET MARKETING

Child-targeted website: FrostedMiniWheats.com\*

\*Due to low volume, no exposure data available

Child-targeted banner ad exposure: None

### IN-STORE MARKETING\*

Total share of shelf: 3.90% . . . . . Ranking: 2

In-store displays and promotions: . . . . . Ranking: 6

SHELF SPACE		DISPLAYS		PROMOTIONS	
% of stores stocking	Avg # facings per store	% stores with displays	Avg # displays per store	% stores with promotions	Avg # promotions per store
94%	19.3	28%	5.1	83%	15.6

\*From 05/09 to 06/09

**PRODUCT PACKAGING\***Health features on the box . . . . . **Ranking: 23**

INGREDIENT CLAIMS		HEALTH CLAIMS		HEALTH URLS
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
50%	0.8	0%	0	25%

Child engagement features on the box . . . . . **Ranking: 26**

CHILD FEATURES		PROMOTIONS	GAMES URL
% of boxes	Features per box	% of boxes	% of boxes
25%	1.0	44%	0%

\*From 10/08 to 3/09

**Key Developments:**

- **February 2008** – Mini-Wheats announces release of new Mini-Wheats Unfrosted Cereal
- **July 2008** – Mini-Wheats releases Frosted Mini-Wheats Blueberry Muffin cereal
- **January 2009** – Mini-Wheats introduces Frosted Mini-Wheats Little Bites in Chocolate and Honey Nut flavors
- **March 2009** – Mini-Wheats launches new web site (FrostedMiniWheats.com) and teams up with MSN for a mother-targeted web site (MomsHomeroom.msn.com)
- **April 2009** – Mini-Wheats is charged by the FTC for falsely advertising that it improves children's attentiveness by 20%; settles charges with consent agreement