

# Mini-Wheats *FACTS*

Company: Kellogg  
 Marketed directly to children: NO  
 FACTS Index: 90

## 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
<i>Frosted/Big Bite</i>	74	20%	10%	10	No	No	Yes
<i>Frosted/Bite Size</i>	74	20%	10%	8	No	No	Yes
<i>Frosted/Blueberry Muffin</i>	70	23%	10%	0	Red 40 Lake, Blue 2 Lake	Sorbitol	Yes
<i>Frosted/Cinnamon Streusel</i>	70	23%	10%	0	Red 40, Yellow 5 & 6, Blues 1	No	Yes
<i>Frosted/Maple &amp; Brown Sugar</i>	70	25%	10%	0	No	Sorbitol	Yes
<i>Frosted/Strawberry Delight</i>	70	23%	10%	0	Red 40, Blue 1 & 2	Sorbitol	Yes
<i>Unfrosted/Bite Size</i>	82	2%	10%	17	No	No	Yes
<i>Little Bites Chocolate</i>	56	22%	11%	491	No	Sorbitol	Yes
<i>Little Bites Honey Nut</i>	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*				
Children			Adolescents	
2-5 years	6-11 years	Child to adult viewing ratio	12-17 years	Teen to adult 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 display	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