

# Post Unadvertised Cereal FACTS

Family Brands: *Alpha Bits, Waffle Crisp, Raisin Bran, Golden Crisp*

Post cereals that are not advertised on television or the internet include Alpha Bits, Waffle Crisp, Raisin Bran and Golden Crisp, all of which are family cereals. Of the four cereals, Alpha Bits and Waffle Crisp have a small amount of in-store marketing.

## Nutrition Facts:

### NUTRITION OVERVIEW\*

Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved	Ranking (out of 43)
Alpha Bits	46	36%	7%	571	No	No	----	16
Waffle Crisp	44	40%	3%	383	No	No	----	22
Raisin Bran	48	32%	14%	508	No	No	----	15
Golden Crisp	46	52%	4%	93	No	No	----	16

\*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 ad exposure: None

## IN-STORE MARKETING

### SHELF SPACE\*

Cereal	Total share of shelf	% stores stocking	Avg # facings per store	Ranking (out of 43)
Alpha Bits	0.20%	44%	1.6	<b>30</b>
Waffle Crisp	0.10%	18%	1.6	<b>38</b>
Raisin Bran	0.62%	80%	2.9	<b>23</b>
Golden Crisp	0.25%	53%	1.7	<b>26</b>

\*From 05/09 to 06/09

### IN-STORE MARKETING\*

Cereal	Displays		Promotions		Ranking (out of 43)
	% stores with display	Avg # displays per store	% stores with promotions	Avg # promotions per store	
Alpha Bits	2%	1.0	15%	2.1	<b>30</b>
Waffle Crisp	2%	1.0	10%	1.8	<b>36</b>
Raisin Bran	18%	2.0	47%	2.8	<b>21</b>
Golden Crisp	5%	1.0	28%	2.6	<b>25</b>

\*From 05/09 to 06/09

## PRODUCT PACKAGING

Health features on the box: None

Child engagement features on the box: None

## Key Developments:

- ▶ **May 2009** – Alpha Bits contained a sweepstakes on its box to win a trip to the Smithsonian. The sweepstakes was in conjunction with Destination DC and the movie *Night at the Museum: Battle of the Smithsonian*.