

# Brand Nutrition

## Ranking by overall nutritional quality (Nutrition Profile Index [NPI] score) in 2012

Includes nutrition information for child and family brands as of May 15, 2009 and May 1, 2012\*

Best

Rank	Company	Brand	# of varieties	Average NPI score		2012 nutrition		
				2012	2009	NPI score range	Sugar content range (%)	
1	Kellogg	Mini-Wheats	11	↑	73	71	54-82	0-22
2	Kashi	Golden Goodness	1		72	-	72	13
3	General Mills	Cheerios (regular)	1	↑	70	58	70	4
4	Cascadian Farm	Purely O's	1	↑	58	46	58	3
4 (tie)	Quaker	Life Crunchtime	2		58	-	58	19-22
6	Barbara's Bakery	Puffins	6	↑	58	52	46-68	19-20
7	Barbara's Bakery	Puffins Puffs (formerly Organic Wild Puffs)	2	↓	56	58	54-58	23
8	Kashi	Kashi Squares (formerly Honey Sunshine)	2		55	56	54-56	20-23
9	General Mills	Kix	3	↑	54	51	52-56	10-21
9 (tie)	Cascadian Farm	Chocolate O's	1		54	-	54	29
11	Annie's	Bunnies	5	↑	53	50	50-64	7-28
12	Quaker	Life	3		53	53	52-54	19-25
13	General Mills	Dora the Explorer	1	↑	52	50	52	22
13 (tie)	Cascadian Farm	Clifford Crunch	1	↓	52	54	52	27
15	Nature's Path	Envirokidz Organic	5	↓	51	52	44-54	23-40
16	Post	Raisin Bran	1	↑	50	48	50	32
16 (tie)	Cascadian Farm	Cinnamon Crunch	1		50	50	50	30
16 (tie)	Cascadian Farm	Honey Nut O's	1	↑	50	44	50	23
16 (tie)	Cascadian Farm	Fruitful O's	1		50	-	50	29
16 (tie)	Kellogg	Corn Pops	1	↑	50	33	50	31
16 (tie)	Barbara's Bakery	Shredded Oats - Cinnamon Crunch	1		50	50	50	27
22	General Mills	Chex	7	↑	49	45	44-56	7-33
23	General Mills	Cheerios (except regular and Honey Nut)	8	↑	48	46	46-52	28-33
23 (tie)	Kellogg	Honey Smacks	1	↑	48	46	48	56
25	General Mills	Cookie Crisp	2	↑	47	38	46-48	33-35
25 (tie)	Kellogg	Frosted Flakes	2	↑	47	45	42-52	27-37
27	Kellogg	Rice and Cocoa Krispies	5	↑	47	41	38-64	3-40
28	Post	Golden Crisp	1		46	46	46	52
28 (tie)	General Mills	Honey Nut Cheerios	1	↑	46	44	46	32

continued

# Brand Nutrition continued



Worst

Rank	Company	Brand	# of varieties	Average NPI score		2012 nutrition		
				2012	2009	NPI score range	Sugar content range (%)	
30	General Mills	Cocoa Puffs	2	↑	45	39	44-46	33-37
31	Post	Alpha Bits	1	↓	44	46	44	36
31 (tie)	Post	Waffle Crisp	1		44	44	44	40
31 (tie)	Kellogg	Apple Jacks	1	↑	44	40	44	43
34	Kellogg	Froot Loops	2	↑	43	39	42-44	41-48
35	General Mills	Golden Grahams	1	↑	42	36	42	32
36	General Mills	Lucky Charms	2	↑	42	36	42	36-37
36 (tie)	General Mills	Trix	1	↑	42	38	42	31
38	General Mills	Cinnamon Toast Crunch	2	↑	41	37	40-42	30-32
39	Kellogg	Smorz	1	↑	40	38	40	43
39 (tie)	Post	Honeycomb	1	↓	40	48	40	31
41	General Mills	Reese's Puffs	1	↑	38	34	38	34
42	Post	Pebbles	4	↓	33	40	26-50	30-37
43	Quaker	Cap'n Crunch	5	↓	31	38	28-38	33-47

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			2012	2009	NPI score range	Sugar content range (%)	
1	Kashi	3	↑	61	56	54-72	13-23
2	Kellogg	24	↑	58	49	38-82	0-56
3	Barbara's Bakery	9	↑	56	54	46-68	19-27
4	Annie's	5	↑	53	51	50-64	7-28
5	Cascadian Farms	6	↑	52	49	50-58	3-30
6	Nature's Path	5		51	52	44-54	23-40
7	General Mills	35	↑	48	44	38-70	4-37
8	Quaker	10		43	44	28-58	19-47
9	Post	9	↓	39	44	26-50	30-52

\*Excludes seasonal brands