

Brand Nutrition Ranking by overall nutrition profile

(Nutrition Profile Index [NPI] score)

Includes all child and family brands stocked in more than 5% of supermarkets in May 2009

Best

RANK	Company	Brand	Target	# of Varieties	NPI Score*	Sugar Content	Food Dyes
1	Kellogg	Mini-Wheats	Family	9	72.0	2-23%	44%
2	Barbara's Bakery	Organic Wild Puffs	Family	4	58.0	23%	0%
3	Kashi	Mighty Bites	Family	1	56.0	15%	0%
3 (tie)	Kashi	Honey Sunshine	Family	1	56.0	20%	0%
5	Cascadian Farm	Clifford Crunch	Child	1	54.0	20%	0%
5 (tie)	Kellogg	Hannah Montana	Child	1	54.0	30%	0%
7	General Mills	Kix	Family	3	52.8	10-31%	33%
7 (tie)	Quaker	Life	Family	3	52.8	19-25%	100%
9	General Mills	Cheerios (excluding Honey Nut)	Family	10	51.6	4-40%	10%
10	Barbara's Bakery	Puffins	Family	4	51.4	19-20%	0%
11	Annie's	Bunnies	Family	5	50.8	7-30%	0%
11 (tie)	Nature's Path	EnviroKidz Organic	Child	5	50.8	20-37%	0%
13	General Mills	Dora the Explorer	Child	1	50.0	22%	0%
13 (tie)	Cascadian Farm	Cinnamon Crunch	Family	1	50.0	30%	0%
15	Post	Raisin Bran	Family	1	48.0	32%	0%
16	Kellogg	Honey Smacks	Family	1	46.0	56%	0%
16 (tie)	Cascadian Farm	Purely O's	Family	1	46.0	3%	0%
16 (tie)	Post	Alpha Bits	Family	1	46.0	36%	0%
16 (tie)	Post	Golden Crisp	Family	1	46.0	52%	0%
16 (tie)	Post	Honeycomb	Child	1	46.0	31%	100%
21	General Mills	Chex	Family	8	44.2	7-28%	25%
22	Kellogg	Mini-Swirlz	Family	1	44.0	40%	100%
22 (tie)	Cascadian Farm	Honey Nut O's	Family	1	44.0	27%	0%
22 (tie)	General Mills	Honey Nut Cheerios	Child	1	44.0	32%	0%
22 (tie)	Post	Waffle Crisp	Family	1	44.0	40%	0%
26	Kellogg	Rice or Cocoa Krispies	Family	7	43.6	12-40%	0%
27	Kellogg	Frosted Flakes	Child	3	42.6	26-37%	0%
28	Kellogg	Disney High School Musical	Child	1	42.0	31%	100%
29	Kellogg	Apple Jacks	Child	1	40.0	43%	100%
29 (tie)	Kellogg	Cookie Crunch	Family	1	40.0	40%	100%
31	General Mills	Cookie Crisp	Child	2	39.6	39-42%	0%
32	General Mills	Cocoa Puffs	Child	2	38.6	41-44%	0%

continued

Brand Nutrition continued



RANK	Company	Brand	Target	# of Varieties	NPI Score*	Sugar Content	Food Dyes
33	General Mills	Count Chocula	Family	1	38.0	44%	100%
33 (tie)	General Mills	Trix	Child	1	38.0	38%	100%
33 (tie)	Kellogg	Froot Loops	Child	6	38.0	31-53%	100%
33 (tie)	Kellogg	Smorz	Family	1	38.0	43%	100%
33 (tie)	Post	Fruity or Cocoa Pebbles	Child	2	38.0	37%	50%
38	General Mills	Cinnamon Toast Crunch	Child	2	36.6	7-32%	0%
38 (tie)	Quaker	Cap'n Crunch	Child	3	36.6	33-46%	67%
40	General Mills	Lucky Charms	Child	2	36.0	41-43%	100%
40 (tie)	General Mills	Golden Grahams	Family	1	36.0	35%	0%
42	Kellogg	Corn Pops	Child	2	35.8	37-41%	0%
43	General Mills	Reese's Puffs	Child	1	34.0	41%	100%

Company Nutrition Ranking

1	Kashi	2	56.0	15-20%	0%
2	Barbara's Bakery	8	53.4	23%	0%
3	Kellogg	34	51.6	2-56%	41%
4	Annie's	5	50.8	7-27%	0%
4 (tie)	Nature's Path	5	50.8	20-37%	0%
6	Cascadian Farm	4	47.4	20-30%	0%
7	Quaker	6	44.0	19-46%	83%
8	General Mills	35	43.4	4-44%	26%
8 (tie)	Post	7	43.4	30-52%	25%

*Analysis of nutrition content on 5/31/09

Brand and company scores include an average of all cereals in the brand or company, weighted by share of shelf