

# THE SUPER BOWL

Kick-start your day with a high-fibre cereal from Kellogg's

**A TASTY BREAKFAST** of cereal can be an easy and convenient way to help you reach your daily fibre goal. In general, adults should aim to eat 30g of fibre every day as part of a healthy, balanced diet, yet nine out of 10 don't manage to achieve this, according to the government's National Diet and Nutrition Survey.\*

To up your intake, try swapping white carbohydrate foods for brown, such as wholegrain rice, pasta and bread, and eat a high-fibre breakfast. Choose from

\* NDNS: results from years 9 to 11 (2016 to 2017 and 2018 to 2019).

\*\* A (40g) bowl of All-Bran Original provides 11g fibre: 36% of the 30g/day SACN recommendation.

† Wheat bran fibre is a superior fibre in relation to its efficacy in

All-Bran Original, with its deliciously malty flavour; Bran Flakes, crunchy wheat flakes; or Fruit 'n Fibre, which has added raisins, coconut, banana, apple and hazelnuts.

A bowl of All-Bran Original contains one-third of your daily recommended amount of fibre,\*\* and all three are made using wheat bran fibre, which is great for your gut.† Just add milk – or why not try your cereal with a dollop of yogurt and fresh fruit?

accelerating intestinal transit and has the most scientific evidence.

10g wheat bran fibre daily contributes to acceleration of intestinal transit. All-Bran Original/Bran Flakes/Fruit 'n Fibre contributes 11g/3.7g/2.8g per serving. Enjoy as part of a healthy diet and lifestyle.

