



## Kellogg Company adds fiber to popular cereals

Recognizing that fiber is an important nutrient that fewer than one in 10 children and adults get enough of, Kellogg Company today announced it will add fiber to many of its ready-to-eat cereals in the U.S., as well as in Canada. This decision builds on the Company's 100-plus year commitment to fiber and further strengthens its dedication to meeting consumers' health and nutrition needs. By the end of 2010, nearly 80 percent of Kellogg's U.S. ready-to-eat cereals will be at least good to excellent sources of fiber.


### B-ROLL



### PHOTO GALLERY



### FIBER INFORMATION



**FIBER-pe-dia:**  
A comprehensive look at fiber.

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### PRESS MATERIALS



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