

Label Lingo Breakfast Cereals



NUTRITION INFORMATION PANEL		
Wheat Biscuits		
Serving Size: 30g (2 biscuits)	Per Serve	Per 100g
Serving per pack: 24		
Energy (kJ)	444	1480
Protein (g)	3.6	12.0
Fat – total (g)	0.4	1.4
Saturated Fat (g)	0.1	0.3
Carbohydrate – total (g)	20.1	67
Sugars (g)	0.8	2.8
Dietary Fibre (g)	3.0	10.1
Sodium (mg)	81	270

IS THIS BREAKFAST CEREAL AN EVERYDAY CHOICE?

Look at the 100g column, if...

- ↓ Total **fat** is less than **10g**
- ↓ **Sugar** is less than **15g**
(or less than 25g if cereal contains dried fruit)
- ↑ **Fibre** is more than **8g**
- ↓ **Sodium** is less than **450mg**

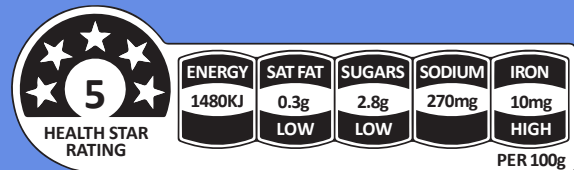
Then it is an everyday choice!

Have your cereal/porridge with reduced or low-fat milk or yoghurt; and add fresh or canned fruit



Other tips

- Only compare between products within the same food category (e.g. cereals with cereals) by looking at the per 100g column. Choose products with the lowest sugar, fat and sodium (salt); and highest fibre and protein.
- **Reach for the Stars!** Choose products with the highest Health Star Rating
- **Claims on food packaging can be misleading** (e.g. products with 'lite' or 'natural' can STILL have lots of sugar). The Nutrition Information Panel and the ingredients list has accurate information about what's in the food product.
- Ingredients on food packaging are listed in order of weight.
- For healthy breakfast ideas visit: <http://myfamily.kiwi/foods/breakfast> and http://www.cph.co.nz/resource_list.php?mc=122



4g OF SUGAR



= 1 TEASPOON

