

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 20g if cereal contains dried fruit)
- ↑ **Fibre** is more than **8g**
- ↓ **Sodium** is less than **450mg**

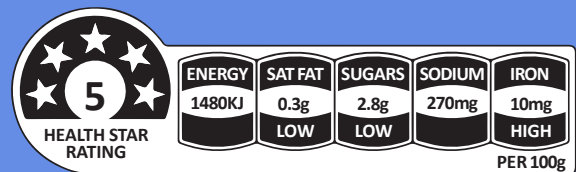
Then it is an everyday choice!

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

