

*Kellogg's*

**NUTRI-  
GRAIN**



# THE MAKING OF KELLOGG'S® BREAKFAST CEREALS



## 1. RAW MATERIALS

Wheat and oat flours, wheat gluten, maize starch, and brown sugar are stored at Kellogg's® manufacturing plant to make Kellogg's® Nutri-Grain®, a high protein, low fat cereal.

*Kellogg's*

**NUTRI-  
GRAIN**



# THE MAKING OF KELLOGG'S® BREAKFAST CEREALS



## 2. COOKING

The flour ingredients are mixed and subjected to pressure by a special process which both cooks the mixture and forms it into the unique Kellogg's® Nutri-Grain® shape.

*Kellogg's*

**NUTRI-  
GRAIN**



# THE MAKING OF KELLOGG'S® BREAKFAST CEREALS



## 3. DRYING

The cooked shapes are exposed to currents of hot air to reduce the moisture content.

*Kellogg's*

**NUTRI-  
GRAIN**®



# THE MAKING OF KELLOGG'S® BREAKFAST CEREALS



## 4. PUFFING

The shapes are injected with high steam pressures and, then under vacuum, the moisture is allowed to escape rapidly causing the shapes to puff.

*Kellogg's*

**NUTRI-  
GRAIN**



# THE MAKING OF KELLOGG'S® BREAKFAST CEREALS



## 5. COATING

The puffed shapes are sprayed with vitamins and a coating containing brown syrup and sugar to ensure an appealing flavour and colour. The coated shapes then pass through a dryer.

*Kellogg's*

**NUTRI-  
GRAIN**



# THE MAKING OF KELLOGG'S® BREAKFAST CEREALS



## 6. QUALITY ASSURANCE

Every stage in processing including the final packaging step is checked and controlled to maintain the highest quality in Kellogg's® Nutri-Grain®.

*Kellogg's*

**NUTRI-  
GRAIN**



# THE MAKING OF KELLOGG'S® BREAKFAST CEREALS



## 7. PACKAGING

The correct amount of oven-fresh Kellogg's® Nutri-Grain® is automatically weighed into a moisture resistant liner which is heat sealed to form a bag. The liner is then packed into a carton which is sealed and date coded.