

Kellogg's[®] Sheet Facts

Nutrition Information Panel

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A basic Nutrition Information Panel is mandatory on all food packages, except very small packages (where space doesn't permit), and is the box of nutrient content information. The minimum information and layout of the nutrition information panel is specified by Food Standards Australia New Zealand (FSANZ) in the Food Standards Code.

Nutrition Information

The mandatory nutrients that must be listed are energy, protein, total fat, saturated fat, carbohydrate (total and sugars) and sodium. Nutrition information is given both per serving (serving size is determined by the manufacturer) and per 100 grams.

Kellogg's provides a range of additional information for the majority of its products because of the high community interest in nutrition and breakfast products. In 2006 Kellogg introduced % Daily Intake (%DI) information. % DI shows the amount of energy and nutrients in a serve of Kellogg's products as a percentage of a person's daily diet. Nutrition information is also voluntarily provided for a serving of cereal served with milk.

Information about Vitamins and Minerals

This shows the vitamins and minerals present in the food and is given as a percentage of the recommended dietary intake (RDI) as well as the amount present in milligrams or micrograms. The addition of vitamins and minerals to different foods is specified by FSANZ in the Food Standards Code.

Information about Allergens

The Food Standards Code requires that manufacturers include more information about potential allergens that are present in their foods. The following food ingredients or components* that must be labelled are **peanuts and tree nuts, sesame seeds, seafood, fish, milk, gluten containing cereals, eggs, soybeans, sulphites, bee pollen, royal jelly and propolis** if present in the food.

The presence of the above food ingredients or components must appear in an advisory statement which alerts consumers to their presence in the food. Kellogg lists these food ingredients contained in the product immediately following the ingredient list.

*Bolded food ingredients and components above may be found in some of Kellogg products.

Non English Labelling

Some of our products include an ingredient list in another language. This is because some of Kellogg's products are exported to other countries.



Nutrient Claims

Nutrient claims describe the content of nutrients in products, for example, foods are often described as 'low in fat' or 'high in fibre' or similar. These Nutrient Claims are governed by a Code of Practice that was developed by the Australian Food & Grocery Council. Nutrient claims have definitions set and agreed to by the members of the Australian Food & Grocery Council and most manufacturers comply with the Code of Practice.

Average Quantities

This has been included in the nutrition information panel so that consumers are aware that manufacturers regularly monitor their products nutrition information and can provide an average value for the content of each nutrient.

Saturated Fat

It is recognised that a high intake of saturated fat is not ideal for good health. That is why saturated fat is required to be included in all Nutrition Information Panels including those on Kellogg's products. The saturated fat is a component of the total fat and appears under the total fat figure.

Percentage Labelling

The Food Standards Code requires labels to show the percentage of characterising ingredients or components in the product. A characterising ingredient is one that appears in the name of the product, is usually associated with the food, and/or is emphasised on the label of a food in some way. The shown ingredient list shows that cereals (69%), sultanas (17%), dried apricot pieces (3.5%), and honey (0.1%) are the characterising ingredients for this product.

Ingredient List

This is compulsory and identifies ingredients in the food. Ingredients are listed in descending order of the amount present in the food – that is, the higher up in the list, the larger the amount present in the food.

Food additives have many different purposes, including making processed foods easier to use or ensuring they are preserved safely. All food additives have been assessed and approved by FSANZ and must be used in the lowest possible quantity to achieve their purpose. Additives are listed by their functional name followed by their specific name or code number. For example, *citric acid can be listed as food acid (citric acid) or food acid (330)*. This has been included so consumers have more information on the function of the additive in the food.

NUTRITION INFORMATION				
servings per package - 12				
average serving size - 45g (3/4 metric cup [†])				
	quantity per serving	% daily intake* per serving	per serve with 1/2 cup skim milk	quantity per 100g
ENERGY	669kJ	7.7%	863kJ	1487kJ
PROTEIN	3.6g	7.3%	8.3g	8.1g
FAT				
- TOTAL	0.7g	1.0%	0.9g	1.6g
- SATURATED	0.2g	0.8%	0.3g	0.4g
CARBOHYDRATE				
- TOTAL	32.4g	10.4%	38.8g	71.9g
- SUGARS #	14.0g	15.6%	20.5g	31.2g
DIETARY FIBRE	3.8g	12.8%	3.8g	8.5g
SODIUM	14mg	0.6%	70mg	30mg
POTASSIUM	212 mg	-	417mg	470mg
THIAMIN (VIT B1)	0.28mg		0.33mg	0.61mg
(% R.D.I.*)	(25%)		(30%)	(56%)
RIBOFLAVIN (VIT B2)	0.4mg		0.7mg	1mg
(% R.D.I.*)	(25%)		(40%)	(56%)
NIACIN	2.5mg		2.6mg	5.6mg
(% R.D.I.*)	(25%)		(26%)	(56%)
FOLATE	100µg		106µg	222µg
(% R.D.I.*)	(50%)		(53%)	(111%)
IRON	3mg		3.1mg	6.7mg
(% R.D.I.*)	(25%)		(26%)	(56%)

† Cup measurement is approximate and is only to be used as a guide. If you have any specific dietary requirements please weigh your serving.

▲ %Daily Intakes are based on an average adult diet of 8700kJ. Your daily intakes may be higher or lower depending on your energy needs.

* Recommended Dietary Intake (Aust/NZ)

Over 2/3 of the sugar in this product is from the fruit.

INGREDIENTS: Cereals (69%)(whole wheat, rolled oats, triticale), sultanas (17%), sugar, dried apricot piece (3.5%)(dried apricot, fructose, maltodextrin, humectant [glycerol], thickener [1422], soy flour, vegetable oil [hydrogenated soybean], vegetable gum [466], natural flavour, natural colour [apocarotene], food acid [citric acid]), barley malt extract, salt, honey (0.1%), mineral (iron), vitamins (niacin, riboflavin, folate, thiamin), preservative (220).

Contains gluten containing cereals, soy, and sulphites. May contain traces of peanuts and/or tree nuts.

Céréales (69%)(blé entier, flocons d'avoine, triticale), raisins de Smyrne (17%), sucre, morceaux d'abricot sec (3.5%)(abricot sec, fructose, maltodextrine, humectant [glycérol], épaississant [1422], farine de soja, huile végétale, gomme végétale [466], parfum naturel, colorant naturel [apocarotène], acide alimentaire [acide citrique]), extrait de malt d'orge, sel, miel (0,1%), minéral (fer), vitamines (niacine, riboflavine, folate, thiamine), agent de conservation (220).

Contient gluten contenir les céréales, du soja et des sulfites. Peut contenir des traces de cacahuètes et/ou noix d'arbres.

KELLOGG'S - MADE IN AUSTRALIA, EXPORTING TO THE WORLD.