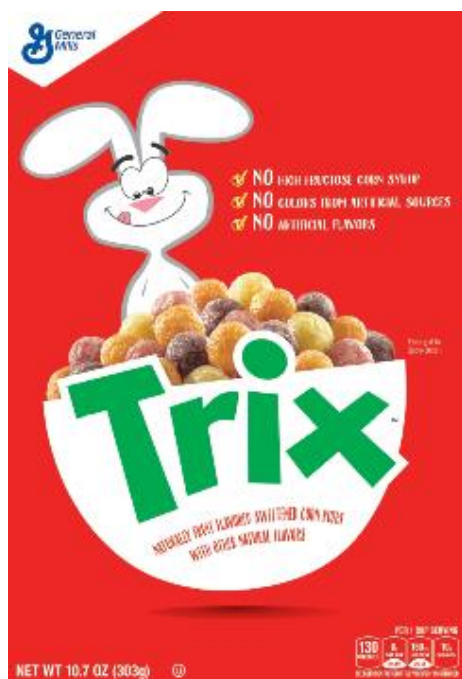




COMING: JANUARY 2016

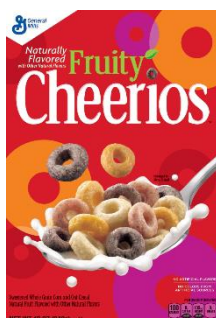


The reformulated Trix cereal will feature **NO** high fructose corn syrup, **NO** colors from artificial sources and **NO** artificial flavors.

Available in January 2016, the new Trix will use natural ingredients to achieve fun colors while delivering the same great taste that adults and children have always enjoyed:

**Trix Orange Color:** Annatto Extract  
**Trix Yellow Color:** Turmeric Extract  
**Trix Red and Purple Color:** Fruit and Vegetable Juice

Along with Trix, General Mills will be ushering in a new era of cereals free of artificial colors and flavors from artificial sources this January, when they introduce reformulated versions of Reese's Puffs, Golden Grahams, Fruity Cheerios, Frosted Cheerios, Chocolate Cheerios, Cocoa Puffs at retailers nationwide. This wave of updated cereals represent a significant milestone on the journey towards removing artificial flavors and colors from all of its cereals by the end of 2017.



#### Nutritional Information:

- Made with no artificial flavors or colors from artificial sources
- Fortified with Vitamin D, Calcium and other key nutrients
- At least eight grams of whole grain per serving
- 10 grams of sugar or less per serving

100-130 calories/serving

1-2g protein per serving

160-240mg sodium/serving

1-3g fat/serving (0 grams saturated fat)

#### Availability:

Available at grocery stores nationwide starting in January 2016.

**MSRP:** \$3.29-\$4.49 (depending on size)

#### For More Information:

<http://www.generalmills.com/en/Brands/Cereals>

#### Media Contact:

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