



## CELEBRATE NATIONAL CEREAL DAY WITH GENERAL MILLS CEREAL

This year, National Cereal Day is on **Monday, March 7** and there are more reasons than ever to celebrate cereal!

General Mills has reformulated much of its cereal portfolio to feature **NO** high fructose corn syrup, **NO** colors from artificial sources and **NO** artificial flavors. General Mills plans to make these changes to all of its cereals by the end of 2017.

### Moms and dads shopping today's cereal aisles will find that:

- ✓ All General Mills Big G cereals have whole grain as the first ingredient
- ✓ Many childhood favorites have decreased sugar levels to be 10 grams or less per serving
- ✓ Cereal is a good or excellent source of vitamins and minerals, including Vitamin D and Calcium
- ✓ 75 percent of General Mills cereals do not contain artificial flavors and colors from artificial sources



Taking the place of artificial flavors and colors from artificial sources, General Mills Cereal will include fruit and vegetable juices, and spice extracts 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*  
**Reese's Puffs Flavor:** *Natural Vanilla*  
**AND MORE!**

Cereal lovers nationwide are sharing how they enjoy their cereal using #NationalCerealDay to create the ultimate-virtual-breakfast-party. To celebrate the unofficial holiday and inspire celebrations from coast-to-coast, General Mills is sharing out fun recipes and tips to celebrate National Cereal Day [here](#).

For more information on all the reasons to love cereal, visit [www.generalmills.com/cereal](http://www.generalmills.com/cereal)

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