

What is WHOLEGRAIN?

When grains are refined to make 'white' products,
only the central part of the grain is kept.



Wholegrain products keep the entire seed and all of its
NUTRITIOUS QUALITIES.

Wholegrain foods, like Nestlé Cereals,
bring you all the *goodness* of the grain.

They contain all the *essential nutrients* of the entire grain seed.

These include:

- ✓ **THE BRAN → FIBRE, VITAMINS, MINERALS**
- ✓ **THE STARCHY CENTRE → CARBOHYDRATES, B VITAMINS**
- ✓ **THE NUTRITIOUS CORE → PROTEIN, VITAMINS, MINERALS**



**WHOLE GRAIN
NO.1 INGREDIENT**

Nestlé®



Key to a healthy **& DELICIOUS BREAKFAST**

Whole grain is the key to a
healthy, balanced and tasty breakfast.

Here is why:

**WHOLE GRAIN CONTAINS PROTEIN, FIBRE,
B VITAMINS, ANTIOXIDANTS AND MINERALS**

TASTES GREAT

IT GIVES YOU THE ENERGY TO TAKE ON THE DAY.



Easy to Spot

There are many words that can sound like wholegrain but are not.
Words that do not mean wholegrain include: Organic, Bran, Multigrain

WE'VE MADE IT EASY FOR YOU

No need to waste time reading the fine print at the back of our boxes.
Our cereals with the green banner contain at least 8gr of wholegrain
per serving!

**NUTRITIOUSLY
DELICIOUS!**



Nestlé®