



Cereal with Child Friendly Packaging Survey 2021

Notes:

Data sorted from highest to lowest for sugar per 100g
 Product information was collected in store during March and May 2021
 Colour coding of salt, sugar and saturated fat was based on front of pack colour-coded nutrition labelling criteria
 Sugars - Red >22.5g, Amber <0.3g to <22.5g, Green <5.0g/100g
 Salt - Red >1.5g, Amber >0.3g to <1.5g, Green <0.3g/100g
 Saturated Fat - Red >5.0, Amber >1.5g to <5.0g/100g, Green <1.5g/100g
 Independent scoring system for fibre - Red <5g, Amber >5g to <10g, Green >10g/100g
 Serving size as reported on pack or calculated from per 100g and nutrition information

Retailer	Product Name	Package size (g)	Serving Size (g) (without milk)	Energy (kcal) Per 100 (g)	Energy (kcal) Per Serve (g)	Sugars Per 100 (g)	Sugars Per Serve (g)	Total fat Per 100 (g)	Total fat Per Serve (g)	Saturated fat Per 100 (g)	Saturated fat Per Serve (g)	Fibre Per 100 (g)	Fibre Per Serve (g)	Salt Per 100 (g)	Salt Per Serve (g)
Malt O Meal	Malt O Meal Marshmallow Mateys	320	30	381	114	41	12	3.5	1	0.6	0.18	4.8	1.44	1.7	0.51
Kellogg's	Kellogg's Frosties	1000	30	375	113	37	11	0.6	0.2	0.1	0.03	2	0.6	0.83	0.25
Nature's Path	Nature's Path Choco Chimps	284	30	367	110	30	9	3.3	1	1	0.3	6.7	2	0.75	0.23
Kellogg's	Kellogg's Krave Choco Roulette	375	30	443	133	29	8.7	14	4.2	4.1	1.2	3.1	0.9	0.95	0.29
Kellogg's	Kellogg's Krave Chocolate Hazelnut 375g	375	30	450	135	29	8.7	16	4.8	4	1.2	3.3	1	1.1	0.33
Nestle	Nestle Lion Caramel & Chocolate 400g	400	30	409	123	25	8.7	7.3	2.2	1.3	0.4	5.3	1.6	0.49	0.15
Mornflake	Mornflake Chocolatey Squares	375	30	448	134	28.9	8.7	15.3	4.6	3.1	0.9	2.8	0.8	0.45	0.14
Lidl	Lidl Crownfield Choco Hazelnut Pillows 750g	750	30	445	134	28.5	8.6	15.4	4.6	3.5	1.1	4.8	1.4	0.4	0.12
Tesco	Tesco Choco Nut Pillows 375g	375	30	463	139	28.2	8.5	18.8	5.6	3.9	1.2	3.5	1.1	0.5	0.2
Sainsburys	Sainsbury's Choco Rice Pops	375	30	395	118	28	8.4	2.8	0.8	1.5	0.4	2.7	0.8	0.66	0.2
Kellogg's	Kellogg's Krave Milk Chocolate 375g	850	30	441	132	28	8.4	14	4.2	4	1.2	3.1	0.9	0.95	0.29
Tesco	Tesco Choco Snaps 375g	375	30	381	114	27.4	8.2	2.8	0.8	1.4	0.4	2.4	0.7	0.7	0.2
Morrisons	Morrisons Choco Crackles	375	30	381	114	27.4	8.2	2.8	0.8	1.4	0.4	2.4	0.7	0.75	0.22
ASDA	Asda Choco Snaps 550g	550	30	382	115	27	8.2	2.8	0.8	1.4	0.4	2.4	0.7	0.74	0.22
Aldi	Aldi Harvest Morn Choco Rice	375	30	381	114	27	8.2	2.8	0.8	1.5	0.4	2.4	0.7	0.75	0.23
Oreo Cereal	Oreo O's	350	30	382	115	27	8.1	2.7	0.8	1.0	0.3	3.9	1.2	0.5	0.15
Nature's Path	Nature's Path Organic Gorilla Munch Corn Puffs Cereal 300g	300	30	400	120	27	8	3.3	1	0.7	0.2	6.7	2	0.67	0.2
Sainsburys	Sainsbury's Frosted Flakes 500g	500	30	396	119	26.9	8.1	0.9	<0.5	0.6	0.2	1.9	0.6	0.7	0.21
ASDA	ASDA Frosted Flakes Cereal	500	30	387	116	26	7.8	0.9	<0.5	0.3	<0.1	2	0.6	0.46	0.14
Morrisons	Morrisons Frosted Flakes 500g	500	30	387	116	26	7.8	0.9	0.3	0.3	0.1	2	0.6	0.46	0.14
Aldi	Aldi Harvest Morn Frosted Flakes	600	30	387	116	26	7.8	0.9	0.5	0.3	0.1	2	0.6	0.46	0.14
Kellogg's	Kellogg's Krave Cereal Chocolate, Caramel & Peanut	375	30	433	130	26	7.8	13	3.9	4.1	1.2	3.1	0.9	1.1	0.33
Kellogg's	Kellogg's Froot Loops 375g	375	30	385	116	25	7.5	3	0.9	0.9	0.3	4.3	1.3	1.13	0.34
Nestle	Nestle Curiously Cinnamon	375	30	422	126	25	7.5	10.2	3.1	1.1	0.3	4.3	1.3	0.88	0.27
Kellogg's	Kellogg's Coco Pops Rocks 350g	350	30	407	122	25	7.5	7.7	2.3	2.7	0.8	5.5	1.7	0.73	0.22
Nestle	Nestle Nesquik 375g	375	30	369	111	25	8	1.7	0.5	0.6	0.2	8.7	2.6	0.44	0.13
Lidl	Lidl Crownfield Choco Rice 500g	500	30	380	114	24.9	7.5	2.5	0.8	1.3	0.4	2.6	0.8	0.49	0.15
Lidl	Lidl Crownfield Frosted Flakes 500g	500	30	380	114	24.9	7.5	0.7	0.2	0.2	<0.1	3	0.9	0.68	0.2
Lidl	Lidl Crownfield Milk Choco Pillows	750	30	441	132	24.9	7.5	14.1	4.2	4.6	1.4	3.3	1	0.5	0.15
Aldi	Aldi Harvest Morn Choco Wheaties	500	40	373	149	24	9.5	1.8	0.7	0.6	0.2	9.3	3.7	0.36	0.15
Lidl	Lidl Crownfield Choco Shells 500g	500	30	379	114	23.9	7.2	2.1	0.6	0.9	0.3	6	1.8	0.37	0.11
Lidl	Lidl Crownfield Cereal Cookie 500g	500	30	377	113	23.9	7.2	2.5	0.8	0.7	0.2	8.5	2.6	0.62	0.19
Lidl	Lidl Crownfield Choco Hoops 500g	500	30	379	114	23.5	7.1	3.9	1.2	1.3	0.4	9.2	2.8	0.6	0.18
Aldi	Aldi Harvest Morn Craze Milk Chocolate	375	40	418	167	23.0	9.3	11	4.5	4.5	1.8	3.2	1.3	0.94	0.38
Nestle	Nestle Golden Nuggets	565	30	378	113	23	7	1.7	0.5	0.3	0.1	5.5	1.7	0.7	0.21
Aldi	Aldi Harvest Morn Frosted Wheaties	500	40	379	152	23	9.1	0.5	0.6	0.4	0.1	8.5	3.4	0.38	0.15
Sainsburys	Sainsbury's Deliciously Free From Choco Rice Pops	300	30	385	116	22.6	6.8	1.3	<0.5	0.7	0.2	2.9	0.9	0.28	0.08
Aldi	Aldi Harvest Morn Cinnamon Chips 565g	565	40	426	171	22.5	9	10.9	4.4	5.1	2.0	4.7	1.9	0.23	0.09
Tesco	Tesco Frosted Flakes 500g	500	30	387	116	22.4	6.7	1	0.3	0.3	<0.1	2.1	0.6	0.5	0.1
Morrisons	Morrisons Free From Honey Loops	300	30	384	115	22.3	6.7	0.8	0.2	0.4	0.1	0.9	0.3	0.3	0.09
Morrisons	Morrisons Free From Choco Pillows 300g	300	30	434	130	22.1	6.6	13.2	4	3.5	1.1	3.9	1.2	0.2	0.06
Aldi	Aldi Harvest Morn Chocolate Crunchy Clusters	500	45	459	207	22.0	9.9	14.5	6.5	4.8	2.2	3	1.4	0.75	0.33
Nestle	Nestlé® Cookie Crisp 500g	500	30	388	116	22	7	5	1.5	0.7	0.2	6	1.8	0.79	0.24
ASDA	Asda Honey Hoops 565g	565	30	383	115	22	6.6	3.6	1.1	0.6	0.2	6.1	1.8	0.28	0.08
Morrisons	Morrisons Honey Loops 375g	375	30	383	115	22	6.6	3.6	1.1	0.6	0.2	6.1	1.8	0.28	0.08
Aldi	Aldi Harvest Morn Honey Hoops 375g	375	30	377	113	22.0	6.6	3.3	1	0.6	0.2	7.8	2.3	0.68	0.2
Honey Monster	Honey Monster Wheat Puffs 520g	520	30	357	107	22	6.6	1.8	0.5	0.3	<0.1	8.4	2.5	0.1	<0.1

Retailer	Product Name	Package size (g)	Serving Size (g) (without milk)	Energy (kcal) Per 100 (g)	Energy (kcal) Per Serve (g)	Sugars Per 100 (g)	Sugars Per Serve (g)	Total fat Per 100 (g)	Total fat Per Serve (g)	Saturated fat Per 100 (g)	Saturated fat Per Serve (g)	Fibre Per 100 (g)	Fibre Per Serve (g)	Salt Per 100 (g)	Salt Per Serve (g)
Lidl	Lidl Crownfield Honey Nut Cornflakes	500	30	393	118	21.9	6.6	3.7	1.1	0.5	0.2	3.6	1.1	0.68	0.2
Aldi	Aldi Harvest Morn Choco Pillows 500g	500	40	423	169	21.5	8.6	14.7	5.9	4.2	1.7	5	2	0.38	0.15
Tesco	Tesco Crunchy Cookie 325g	325	30	388	116	21.5	6.5	3.5	1.1	0.8	0.2	6.3	1.9	0.5	0.1
Sainsburys	Sainsburys Deliciously Free From Honey Hoops 325g	325	30	389	117	21.2	6.4	0.7	<0.5	0.2	<0.1	1.4	<0.5	0.33	0.1
ASDA	Asda Choco Squares	375	30	435	130	21	6.2	13	3.9	3.4	1	3	0.9	0.38	0.11
ASDA	ASDA Rainbow Hoops	350	30	383	115	21	6.4	1.5	<0.5	0.3	<0.1	4.2	1.3	0.49	0.15
ASDA	ASDA Cookie Hoops	320	30	378	113	21	6.3	2.6	0.8	0.4	0.1	4.9	1.5	0.44	0.13
Lidl	Lidl Crownfield Honey Hoops 375g	375	30	379	114	20.9	6.3	2.4	0.7	0.4	<0.1	8	2.4	0.19	0.06
Aldi	Aldi Harvest Morn Golden Puffs 375g	375	40	343	137	20.8	8.3	2	0.8	0.3	0.1	15.4	6.1	0.01	<0.01
Tesco	Tesco Milk Choco Pillows 375g	375	30	437	131	20	6	14	4.2	3.2	1	3.2	1	0.4	0.1
Tesco	Tesco Honey Hoops 375g	375	30	388	117	20	6	2.5	0.8	0.3	<0.1	7.6	2.3	0.2	0.1
ASDA	Asda Choco Hoops 500g	500	30	371	111	20	6	2	0.6	0.7	0.2	7.9	2.4	0.28	0.08
Morrisons	Morrisons Choco Hoops 375g	375	30	371	111	20	6	2	0.6	0.7	0.2	7.9	2.4	0.28	0.08
Tesco	Tesco Choco Hoops 375g	375	30	371	111	20	6	2	0.6	0.7	0.2	7.9	2.4	0.3	0.1
ASDA	Asda Multigrain Hoops	375	30	390	117	20	6	3	0.9	0.7	0.2	9.5	2.9	0.05	0.02
Sainsburys	Sainsbury's Choc Hazelnut Squares	375	30	441	132	19.8	5.9	14.9	4.5	3.1	0.9	4.8	1.4	0.35	0.11
Sainsburys	Sainsbury's Chocolate Hooplas	375	30	377	113	19.7	5.9	3.2	1.0	1.3	0.4	9.1	2.7	0.15	0.05
Tesco	Tesco Free From Gluten & Wheat Choco-Nut Pillows 300g	300	30	443	133	19	5.7	13.7	4.1	2.8	0.8	2.6	0.8	0.2	0.1
Weetabix	Weetabix Weetos Chocolatey Hoops	500	30	386	116	19	5.7	4.3	1.3	0.7	0.2	6.8	2	0.2	0.05
Aldi	Aldi Harvest Morn Cookie Bites 565g	565	40	362	145	19.0	7.6	3.8	1.5	0.5	0.2	7.4	3	0.6	0.25
Sainsburys	Sainsbury's Honey Hooplas	375	30	378	114	18.4	5.5	2.8	0.8	0.4	0.1	7.6	2.3	0.43	0.13
Morrisons	Morrisons Choco Hazelnut Pillows 375g	375	30	432	129	18.3	5.5	13.9	4.2	3	0.9	5	1.5	0.13	0.04
Aldi	Aldi Harvest Morn Wheat Bisks Crispy Bites Chocolate Chip	600	37.5	394	148	18.3	6.9	4.6	1.7	2.1	0.8	9.2	3.5	0.15	0.05
Aldi	Aldi Harvest Morn Honey & Nut Clusters	500	45	440	198	18.0	8	12	5.5	1.2	0.6	3.5	1.6	0.82	0.37
ASDA	Asda Choco-Nut Squares 375g	375	30	439	132	18	5.4	14	4.2	2.9	0.9	4	1.2	0.41	0.12
Tesco	Tesco Multigrain Boulders	325	30	393	118	18	5.4	1.6	0.5	0.6	0.2	4.2	1.3	0.3	0.1
Nestle	Nestle Nat Bears Breakfast Cereal Chocolate	192	32	436	140	17.7	5.7	12.5	4	2.9	0.9	7.1	2.3	0.03	0.01
Kellogg's	Kellogg's Coco Pops	1100	30	382	115	17	5.1	1.9	0.6	0.9	1.3	3	0.9	0.65	0.2
Kellogg's	Kellogg's White Chocolate Coco Pops	480	30	385	116	17	5.1	3.2	1	1.6	0.5	4	1.2	0.68	0.2
Kellogg's	Kellogg's Limited Edition Coco Pops Strawberry & White Choc Flavour	480	30	429	129	17	5.1	1.7	0.5	0.7	0.2	4.9	1.5	0.67	0.2
Aldi	Aldi Harvest Morn Choco Hoops 375g	375	30	345	103	17.0	5.2	3.2	1	0.8	0.3	9.1	2.7	0.3	0.09
Aldi	Aldi Harvest Morn Multi Grain Hoops 375g	375	30	364	109	17.0	5.1	2.9	0.9	0.6	0.2	12	3.7	0.5	0.15
Lidl	Lidl Crownfield Multigrain Hoops	375	30	379	114	16.7	5	2.8	0.8	0.5	0.2	9	2.7	0.54	0.16
Tesco	Tesco Free From Honey Hoops	300	30	380	114	16	4.8	1.1	0.3	0.3	<0.1	2.6	0.8	0.3	0.1
Aldi	Aldi Harvest Morn Choco Rice Lower in Sugar	375	30	392	118	16	4.7	2.6	0.8	1.4	0.4	2.6	0.8	0.48	0.14
Tesco	Tesco Multigrain Hoops	375	30	382	115	15.6	4.7	2.8	0.8	0.2	<0.1	9.4	2.8	0.4	0.1
Sainsburys	Sainsbury's Multigrain Hooplas	375	30	382	115	15.6	4.7	2.8	0.8	0.2	<0.1	9.4	2.8	0.42	0.13
Tesco	Tesco Free From Multigrain Hoops 300g	300	30	376	133	15.5	4.7	3.2	1	0.5	0.2	4.8	1.4	0.3	0.1
Nestle	Nestle Nat Bears Breakfast Cereal Honey	192	32	435	139	15	4.8	11.9	3.8	1.7	0.5	6.5	2.1	0.03	0.01
Kellogg's	Kellogg's Disney Kitchen Frozen II Strawberry Flavour Multigrain Shapes	350	30	382	115	15	4.5	3.1	0.9	0.6	0.2	7.5	2.3	0.18	0.05
Kellogg's	Kellogg's Rice Krispies Multi-Grain Shapes	350	30	382	115	15	4.5	3.1	0.9	0.6	0.2	7.5	2.3	0.18	0.05
Aldi	Aldi Harvest Morn Multigrain Shapes	350	30	389	117	14	4.3	2.6	0.8	0.6	0.2	5.8	1.7	0.13	0.04
Lidl	Lidl Crownfield Malt Wheaties 625g	625	30	363	109	12.4	3.7	1.9	0.6	0.3	<0.1	13.1	3.9	0.42	0.13
Bear	Bear Cocoa Alpha Bites	350	30	387	114	12	4	2.4	0.7	0.8	0.2	6.7	2	0.13	0.04
Bear	Bear Multigrain Alpha Bites 350g	350	30	375	112	12	4	2.9	0.9	0.5	0.2	7.2	2.2	0.04	0.01
Quaker	Quaker Kids Oatie Mix-Up Chocolate Flavour 400g	400	30	426	128	12	3.6	12	3.7	1.4	<0.5	8.8	2.6	0.3	0.09
Quaker	Quaker Kids Oatie Mix-Up Strawberry Flavour 400g	400	30	424	127	12	3.6	12	3.6	1.4	<0.5	8.8	2.6	0.32	0.1
Rude Health	Rude Health Honey Spelt Puffs	175	30	371	111	11.9	3.6	1.9	0.6	0.7	0.2	8.2	2.5	0	0
Lizi's	Lizi's Adventurers Granola Crispies Banana	400	30	449	135	11.6	3.5	16.1	4.8	4.1	1.2	6.7	2	0.1	<0.1
Lizi's	Lizi's Adventurers Granola Crispies Strawberry	400	30	450	135	11.5	3.5	15.4	4.6	3.6	1.1	6.6	2	0.1	<0.1
Morrisons	Morrisons Mighty Malties	625	40	368	147	11	4.4	1.8	0.7	0.3	0.1	10	4	0.43	0.17
Aldi	Aldi Harvest Morn Malted Wheaties 625g	625	40	364	145	11.0	4.3	1.8	0.7	0.3	0.1	11	4.2	0.42	0.17

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Sainsburys	Sainsbury's Wholegrain Malties 750g	750	40	360	144	10.6	4.2	1.7	0.7	0.4	0.2	10.9	4.3	0.42	0.17
ASDA	Asda Malted Wheaties	750	40	368	147	10	4	1.8	0.7	0.3	0.1	10	4	0.43	0.17
Quaker	Quaker Kids Oatie Mix-Up Honey Flavour 400g	400	30	419	126	9.9	3	12	3.5	1.4	<0.5	5.7	1.7	0.27	0.08
Rude Health	Rude Health Fruity Bircher 350g	350	30	365	110	9.6	2.9	6	1.8	1.3	0.4	10	3	0.15	0.04
Tesco	Tesco Rice Snaps 375g	375	30	385	115	8.8	2.7	1.2	0.4	0.4	0.1	1.6	0.5	0.7	0.2
ASDA	Asda Rice Snaps 340g	375	30	384	115	8.8	2.6	1.2	<0.5	0.4	0.1	1.6	<0.5	0.73	0.22
Morrisons	Morrisons Rice Crackles	375	30	385	115	8.8	2.7	1.2	0.4	0.4	0.1	1.6	0.5	0.73	0.22
Fruit Bowl	Fruit Bowl Blackcurrant Wheat Biscuits	450	40	379	152	8.3	3.3	3.6	1.4	0.7	0.3	7.7	3.1	0.18	0.07
Kellogg's	W.K Kellogg Kids Strawberry, Apple & Carrot Multigrain Shapes Cereal	350	30	363	109	8.1	2.4	2.8	0.8	0.6	0.2	16	4.8	0.23	0.07
Kellogg's	Kellogg's Corn Flakes 250g	1000	30	378	113	8	2.4	0.9	0.3	0.2	0.1	3	0.9	1.13	0.34
Lidl	Lidl Crownfield Rice Snaps 500g	500	30	385	116	7.9	2.4	1.5	0.5	0.6	0.2	1.1	<0.5	0.88	0.26
Kellogg's	Kellogg's Rice Krispies 340g	1100	30	387	116	7.9	2.4	1.2	0.4	0.4	0.1	2	0.6	1	0.3
Tesco	Tesco Free From Rice Snaps 300g	300	30	373	112	7.5	2.3	1	0.3	0.2	<0.1	2	0.6	0.3	0.1
Kellogg's	W.K Kellogg Kids No Added Sugar Blueberry, Apple & Beetroot Multigrain	350	30	364	109	7.4	2.2	2.8	0.8	0.6	0.2	16	4.8	0.15	0.08
Sainsburys	Sainsbury's Rice Pops	375	30	386	116	7	2.1	1.1	<0.5	0.3	<0.1	1.5	<0.5	0.53	0.16
Sainsburys	Sainsburys Deliciously Free From Rice Pops 300g	300	30	391	117	6.8	2	1	<0.5	0.2	<0.1	2.2	0.7	0.7	0.21
Fruit Bowl	Fruit Bowl Strawberry Wheat Biscuits	450	40	373	149	6.3	2.5	3.6	1.4	0.7	0.3	7.4	3	0.18	0.07
Fruit Bowl	Fruit Bowl Banana Wheat Biscuits 450g	450	40	382	153	5	2	5	2	1	0.4	7.5	3	0.19	0.08
Aldi	Aldi Harvest Morn Crisp Rice	375	30	345	104	4.9	1.5	1.1	0.3	0.2	0.1	2.2	0.6	0.65	0.2
Troo	Troo Granola Super Berry & Vitamin C	350	45	449	202.1	4.9	2.2	17.0	7.7	2.3	1.1	20.2	9.1	0.13	0.06
Troo	Troo Energise Porridge with Chocolate & Maca 400g	400	50	371.2	185.6	3.8	1.9	10	5	1.8	0.9	16.8	8.4	0.03	0.02
Troo	Troo Calm Porridge + with Chamomile & Gentle Ginger	400	50	369.3	184	3.5	1.7	9.4	4.7	1.3	0.6	16.7	8.4	0.03	0.02
Troo	Troo Happy Porridge with Flaxseed Omega 3s and Uplifting Cinnamon 400g	400	50	371.4	185.7	3.3	1.6	9.5	4.8	1.3	0.6	17	8.5	0.03	0.01
Troo	Troo Granola Chocolate with Orange 350g	350	45	458.8	206.5	2.3	1	21.8	9.8	3.2	1.4	21.4	9.7	0.15	0.07
Troo	Troo Granola Nutty & Cinnamon	350	45	458.2	206.2	2.2	1	20.7	9.3	2.8	1.2	20.5	9.2	0.14	0.06
Morrisons	Morrisons Super Smooth Porridge	450	40	374	150	1	0.4	8.7	3.5	1.2	0.5	7.9	3.2	0	0
Tesco	Tesco Super Smooth Porridge	750	30	373	112	1	0.3	8.7	2.6	1.2	0.4	7.9	2.4	0.1	<0.01