



CEEREAL Statement on Sugars

September 2013

CEEREAL members are committed to offering a range of great tasting and nutritious breakfast cereals, knowing that breakfast cereals make a positive contribution to a healthy, balanced diet. Breakfast cereals are a healthy choice for breakfast as they generally provide a good source of starch, fibre and micronutrients such as vitamins and minerals, while being typically low in fat and saturated fat. Sugars add aroma and texture to foods, and importantly add taste and variety to breakfast cereals.

From a nutritional perspective, sugars in breakfast cereals provide a source of energy in the morning after an overnight fast. As with all nutrients, it is important to consume sugars in moderation. Experts agree that approximately 20% of our energy should come from total sugars. This works out to around 90g per day^{1, 2}.

A wide range of breakfast cereals of varying sugar content are available. Breakfast cereals, on average, contribute only a small proportion of sugars in the diet – about 5% of the average adult daily intake of added sugars³.

The Breakfast cereals category carries nutrition labelling, more widely than any other in Europe⁴, enabling consumers to make informed choices. It is worth noting that breakfast cereals that are rich in dried fruit may appear to be high in sugars on the nutritional information. This is because fruits are high in sugar.

As part of the wide range of cereals on offer, manufacturers have developed products that are either low in sugars or have no added sugars and some manufacturers continue to reduce sugar levels where feasible and in line with consumer acceptance. Providing a wide variety of breakfast cereal choices is important to encourage consumers to take breakfast every day. Indeed breakfast is generally recognised as the most important meal of the day and breakfast consumption is associated with a lower incidence of people being overweight and obese^{5, 6, 7, 8, 9}.

¹ Working Group Report: Report of the IGD/PIC Industry Nutrition Strategy Group; Technical Working Group on Guideline Daily Amounts. 2005

² Rayner, M., Scarborough, P., Williams, C. 2003. The origin of Guideline Daily Amounts and the Food Standards Agency's guidance on what counts as 'a lot' and 'a little'. *Public Health Nutrition*: 7, 549-556.

³ NDNS (2004). Survey of 4-18 yr olds. Gregory et al.

⁴ www.flabel.org

⁵ Wolfe WS, Campbell CC, Frongillo EA, Haas JD, & Melnik TA. (1994). Overweight schoolchildren in New York State: Prevalence and characteristics. *Am J Pub Health*, 84(5): 807-813.

⁶ Haines PS, Guilkey DK, & Popkin B. Trends in breakfast consumption of US adults between 1965 and 1991. *J Am Diet Assoc*, 96(5): 464-470.

⁷ Bellisle F, Rolland-Cachera MF, Deheeger M, Guillaud-Bataille M. (1988). *Appetite*; 11:111-118.

⁸ Keski-Rahkonen A, Kaprio J, Rissanen A, Virkkunen M & Rose RJ. (2003). Breakfast skipping and healthcompromising behaviors in adolescents and adults. *Eur J Clin Nutr*, 57: 842-853.

⁹ Bertrais S et al (2000) Contribution of ready-to-eat cereals to nutritional intakes in French adults. relations with corpulence. *Annals of Nutrition and Metabolism* 44: 249-255

CEEREAL

European Breakfast Cereal Association – Av. des Nerviens 9-31, B-1040 Brussels - Email: info@ceereal.eu