



## “Get the Facts” FACT SHEET

- Kellogg is expanding its pioneering work in Europe and Australia on Guideline Daily Amounts (GDAs), a nutrition labelling system that takes key nutrition information from the Nutrition Facts Panel and highlights it on the front of the package.
- Beginning later this year, consumers will see “Get the Facts” on the front of ready-to-eat cereal packages in Canada.
- “Get the Facts” provides nutrition information based on the most recent science and current dietary recommendations, and helps to put key nutrients such as calories and fat in perspective for the day.
- Kellogg is piloting the new labels on cereal packaging and considering other products in the future.
- Beginning in the fourth quarter of 2007, the front of all Kellogg’s Canadian cereal packages will feature a colorful, simple “Get the Facts” banner on the top, right-hand corner of the box. The banner will provide key nutrition information at-a-glance for consumers to quickly assess how a cereal will fit into their daily diet.
- The new label will complement the traditional Nutrition Facts Panel on the side of the boxes.
- The new “Get the Facts” label provides per serving:
  - Percentage of calories based on an average 2,000-calorie daily diet
  - Percentage of total fat based on an average 2,000-calorie daily diet
  - Percentage of sodium based on an average 2,000-calorie daily diet
  - Grams of sugar
  - Nutrients from which Canadians can benefit by eating cereal including fibre, iron and Vitamin B1.
- According to the Canadian Council of Food and Nutrition Tracking Nutrition Trends VI, 77 percent of Canadians continue to obtain their food and nutrition information from accessible and timely sources like food product labels and they attach credibility to product labels. Of this majority of Canadians, 87 percent use the information to see the amount of specific nutrients a product contains. “Get the Facts” will make it even easier for them.
- Kellogg first pioneered the use of GDAs in Europe and Australia, where the labelling approach has been well-received and adopted by the industry.

