



Guideline Daily Amounts FACT SHEET

- Kellogg is expanding its pioneering work on Guideline Daily Amounts (GDAs), a nutrition labeling 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 GDAs on the front of ready-to-eat cereal packages in the United States, Canada and Mexico.
- GDAs provide nutrition facts based on the most recent science and current dietary recommendations, and help 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 U.S. cereal packages will feature a colorful, simple "Nutrition at a Glance" 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 GDA label provides per serving:
 - Percentage of calories based on a typical 2,000 calorie daily diet
 - Percentage of total fat based on a typical 2,000 calorie daily diet
 - Percentage of sodium based on a typical 2,000 calorie daily diet
 - Grams of sugar
 - Nutrients Americans need more of including fiber, calcium, potassium, magnesium, vitamin A, vitamin C and vitamin E
- Research shows that time-pressed consumers want to streamline the shopping process. Consumers want quicker ways to make informed nutrition choices for themselves and their families.
 - A March 2007 presentation by David Schmidt, President and CEO, International Food Information Council Foundation, confirms consumers' preference to see key nutrition information moved to the front of packaging.
 - Consumers also indicated that they would like to see both grams and percentage information.
 - Consumer research conducted in 2005 by the International Food Information Council shows that consumers would use labels more often if they were easier to interpret, less complicated and had larger print.
- Kellogg first pioneered the use of GDAs in Europe and Australia, where the labeling approach has been well-received and adopted by the industry.

