

WK KELLOGG PUTS FIBER AT THE FOREFRONT THIS NATIONAL CEREAL DAY USING ICONIC BRANDS TO CREATE SIMPLE 'FIBER HACKS'

Dietitians suggest whole grain and high fiber cereals as a convenient, delicious way for people to close their 'Fiber Gap'

BATTLE CREEK, Mich., March 5, 2026 /PRNewswire/ -- Fiber is finally having its moment and just in time, as nearly 95 percent of Americans fall short of the daily fiber recommendations¹. Now, after decades of being misunderstood by many, fiber is driving consumer and industry trends.

One of the biggest challenges people face in meeting the goal of 25-28 grams a day is the belief that fiber doesn't taste good². That's where cereal comes in. It's one of the easiest, tastiest, versatile ways to get fiber throughout the day.

That's why for National Cereal Day (Saturday, March 7), WK Kellogg Co teamed up with registered dietitians Amy Shapiro and Mandy Enright to create "fiber hacks" – simple ideas using iconic Kellogg's® cereals to boost fiber in fun, delicious ways.

"Cereal has been a familiar, convenient breakfast tradition for over a century - but most people don't realize it is a nutrition powerhouse, especially when it comes to fiber," says WK Kellogg's Chief Wellbeing and Sustainable Business Officer and registered dietitian Sarah Ludmer. "This year we are putting a lot of effort behind re-introducing iconic cereals like Kellogg's Raisin Bran and Frosted Mini-Wheats as favorites that can fulfill fiber needs throughout the day, and beyond the bowl."

Ludmer adds an important distinction - that fiber in most cereals comes naturally from whole grains which helps promote digestive health. Some of the most popular Kellogg's cereals that are good or excellent sources of fiber include All-Bran Original (12g per serving), Kashi Go Original (12g per serving), Kellogg's Raisin Bran (7g per serving) and Frosted Mini-Wheats (6g per serving).

Here are a few ways simply adding these cereals to a snack can be a great "fiber hack."

[No-Bake 5-Minute Kellogg's Raisin Bran "Oatmeal" Cookies \(Amy Shapiro, MS, RD\)](#)

3-4g fiber per 2 piece serving

- 1 cup slightly crushed Kellogg's Raisin Bran®
- ¼ cup peanut, almond or sunflower seed butter
- 1 tablespoon honey
- 1 tablespoon ground flaxseed
- 1 tablespoon hemp seeds

Mix well. Scoop into 2-tablespoon balls and refrigerate for 20 minutes. Enjoy immediately or store in the freezer for later

[Fiber Fueled Trail Mix \(Amy Shapiro, MS, RD\)](#)

~5g fiber per ½ cup

- ¼ cup your favorite nuts
- 2 tablespoons shredded coconut
- ⅔ cup Kellogg's® All-Bran® Original Cereal
- 1 cup air-popped popcorn

Mix to your preference and store in large container to share or individual grab and go option.

[Press 'N Crunch Bites \(Mandy Enright, MS, RDN\)](#)

~10g fiber

- 2 tbsp peanut butter
- 1 apple cut into slices
- ¼ cup Kashi GO® Chocolate Crunch

Spread peanut butter on fruit like prunes, dates or apple slices and then press the peanut butter side into a small bowl filled with 1/4 cup of cereal like Kashi GO® Chocolate Crunch clusters. This crunchy layer adds up to 3 additional grams of fiber plus a little extra protein.

[Crunchy Crouton Swap \(Mandy Enright, MS, RDN\)](#)

10g fiber

- 1 cup mixed greens topped with ½ cup mandarin oranges and your favorite protein
- 1/4-cup Kellogg's® All-Bran® Original Cereal (in place of croutons or crunchy noodles)

Click [here](#) for more recipes using Kellogg's cereals and visit www.wkkellogg.com for more information on the complete portfolio and new 'SPOONS' navigation tool created to make eating well easy.

¹ US Department of Agriculture; Agricultural Research Service. What We Eat in America: Nutrient intakes from food by gender and age. National Health and Nutrition Examination Survey (NHANES) 2009-10

http://www.ars.usda.gov/Sp2userfiles/Place/12355000/Pdf/0910/Table_1_Nin_Gen_09.Pdf

²Quagliani, D., & Felt-Gunderson, P. (2017). Closing America's fiber intake gap: Communication strategies from a food and fiber summit. *American Journal of Lifestyle Medicine*, 11(1), 80–85. <https://doi.org/10.1177/1559827615588079>

ABOUT WK KELLOGG CO

At WK Kellogg Co, we bring our best to everyone, every day through our trusted foods and brands. Our journey began in 1894, when our founder W.K. Kellogg reimagined the future of food with the creation of Corn Flakes, changing breakfast forever. Our iconic brand portfolio includes *Kellogg's Frosted Flakes®*, *Rice Krispies®*, *Froot Loops®*, *Kashi®*, *Special K®*, *Kellogg's Raisin Bran®*, and *Bear Naked®*. With a presence in the majority of households across North America, our brands play a key role in enhancing the lives of millions of consumers every day, promoting a strong sense of physical, emotional and societal wellbeing. Our beloved brand characters, including Tony the Tiger® and Toucan Sam®, represent our deep connections with the consumers and communities we serve. Through our sustainable business strategy – *Feeding Happiness®* – we aim to build healthier and happier futures for families, kids and communities. We are making a positive impact, while creating foods that bring joy and nourishment to consumers. For more information about WK Kellogg Co and *Feeding Happiness*, visit www.wkkellogg.com.

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