

WK Kellogg Co Highlights the Benefits of Cereal During National Better Breakfast Month

From fiber to flavor, cereal remains a top choice for building a 'better breakfast'

BATTLE CREEK, Mich., Sept. 3, 2026 /PRNewswire/ -- WK Kellogg Co is celebrating National Better Breakfast Month all September long, highlighting the benefits of cereal as the backbone of a better breakfast – in addition to a healthy way to snack throughout the day.

In the U.S., millions of boxes of cereal are purchased each week, with a single serving of cereal providing hard-to-get nutrients like vitamin D, iron and B vitamins – in addition to fiber and protein.

According to the Dietary Guidelines for Americans¹, 95% of Americans fall short of the recommended intake of fiber. In 2025 alone, WK Kellogg Co's cereals provided more than 6 billion² servings of fiber, reflecting the important role ready-to-eat cereal can play in helping consumers fill the fiber gap.

"As a dietitian and a mom, cereal is my go-to breakfast for my family because it can bring whole grains, iron, fiber and folate to every bowl," said Sarah Ludmer, RDN and Chief Wellbeing & Sustainable Business Officer at WK Kellogg Co. "Once you add milk and some fruit and nuts, you've also got calcium, potassium, vitamin D and protein, bringing energy and balanced nutrition to each morning. The great thing about cereal is that it's endlessly customizable to individual taste, nutrition and lifestyle needs, making it a great choice throughout the day as well."

This year, WK Kellogg Co highlighted the importance of how its cereals make eating well easy – introducing the [SPOONS](#) on-pack nutrition guide and its commitment to bring protein to the table and serve as an outstanding source of fiber (the "P" and "O" of SPOONS). In August, the company also announced [it is a full year ahead of schedule to eliminate all certified artificial colors](#) across its full portfolio of cereals by the end of this year, reinforcing the simplicity (the "S") in its cereals.

From its earliest days, Kellogg's cereal has been a pioneer in advancing nutrition, with the company hiring the industry's first in-house dietitian in 1923, introducing on-pack nutrition information in 1939 and championing the benefits of fiber, right from the start. The company continues to evolve its cereal portfolio to meet changing consumer needs by increasing whole grains and fiber, reducing sugar and sodium, and delivering essential vitamins and minerals families typically don't get enough of.

Dating back to the 1950s, National Better Breakfast Month is observed every September as children return to school, encouraging Americans to start their day with a nutritious, balanced morning meal.

To learn more about SPOONS and check out fiber- and protein-forward recipes, visit [wkkellogg.com/our-impact/make-eating-well-easy](https://www.wkkellogg.com/our-impact/make-eating-well-easy).

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. Building on our long history of nutrition leadership, we continue to help consumers make informed choices through innovations such as our [SPOONS](#) on-pack nutrition guide, which highlights the benefits of cereal, including simple ingredients, fiber and protein. 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 visit www.wkkellogg.com.

¹US 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.*

² *Servings of fiber to consumers in the U.S., Canada and the Caribbean. Based on fiscal year 2025 sales volume.*

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