What’s in your cereal?

Check before you choose.

If the cereal name or description sounds sugary then it most likely is. Descriptions like ‘honey-coated’, ‘frosted’ or ‘chocolate-coated’ are a good give-away that they contain added sugar. Most cereals will have a label on the front of packaging like the one below. Choose more greens and ambers, and fewer reds.

Green means low in that nutrient, and is the healthier choice.
Amber means medium.
Red means high.

Add natural sweetness to your cereal with fruit.

Swap sugary cereals for whole-grain cereals. Whole-grain cereals have more fibre to help out children’s digestive system and will keep you fuller for longer.

One daily win can start your kids on the way to a healthier life. For more ways to start visit makeastart.ie or makeastart.org