Healthier Cereals Snare a Spot on New York School Menus

The New York City public school system has quietly replaced breakfast cereals made by the Kellogg Company, the titan whose name is virtually synonymous with cereal, with those from a small California upstart called Back to the Roots.

The switch, which follows a student taste test that began last spring, adds menu options that are lower in sugar and sodium and higher in whole grains. Coming in the nation's largest school system, and potentially spreading to other large districts that collaborate with New York in bulk purchases, it is one of the biggest signs to date of the inroads that small food companies are making into the mainstream.