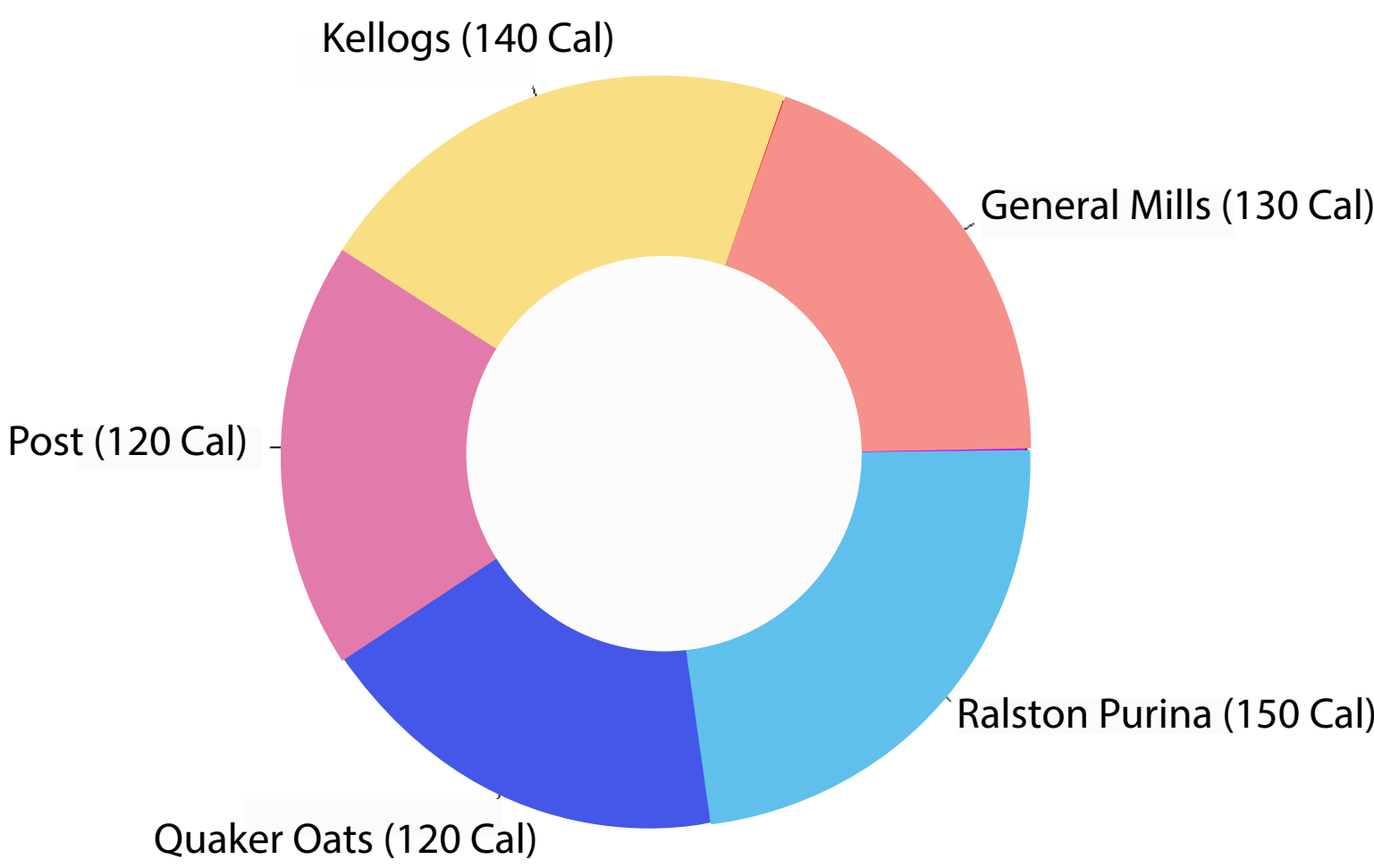


Cereal Nutrition - Are Consumers Mislead?

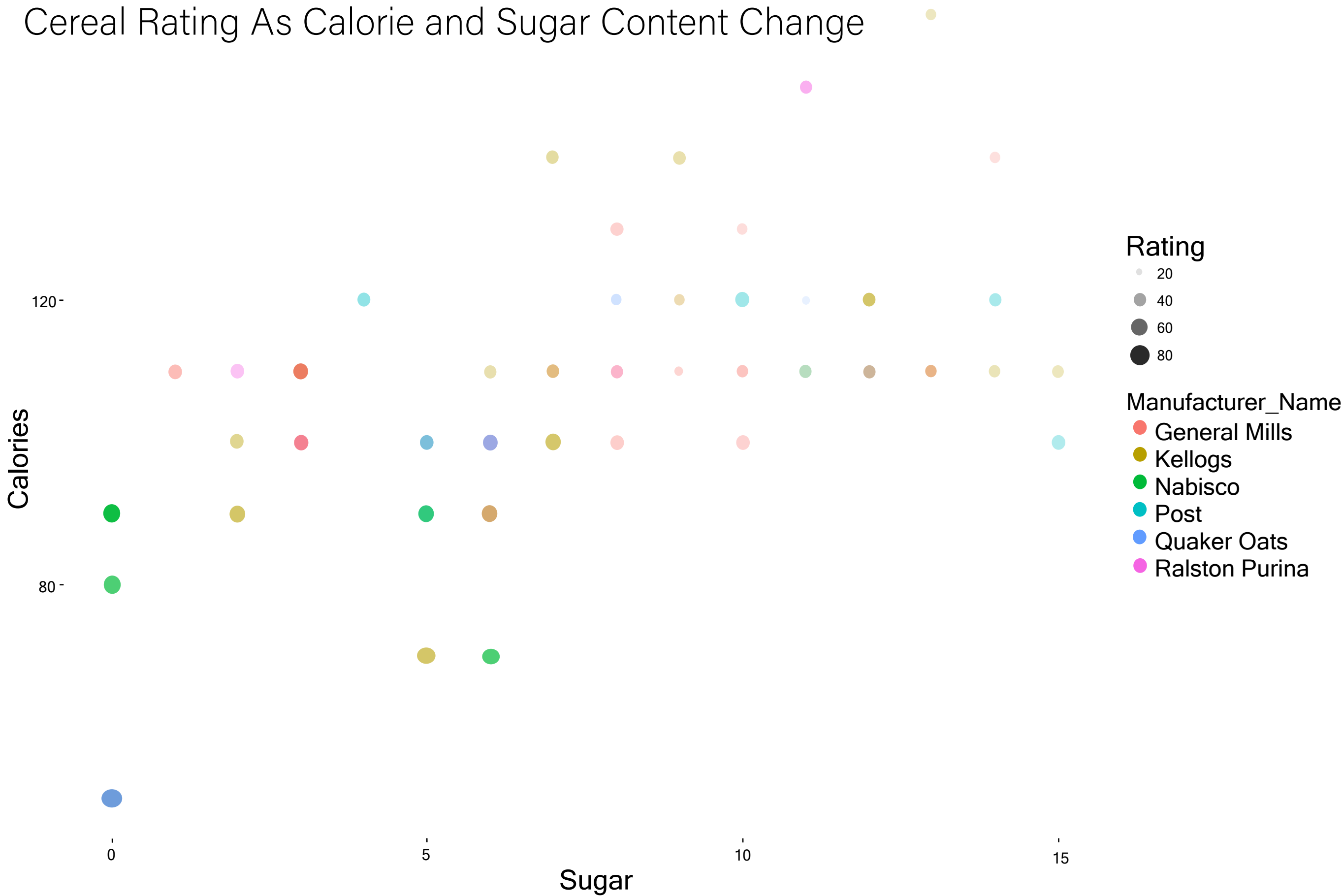
A quality bowl of cereal is always good for the soul. Good cereal is subjective, however. This poster is designed to take a deeper look into the nutrition content of our favorite cold cereals. This study aims to answer a few research questions: Which manufacturers/cereals have the highest calories? Which cereals contain the most sugar? Are the serving sizes misleading? What is the nutrient information of cereals based on their placement on the shelf? Using data gathered and cleaned up by Petra Isenberg, Pierre Dragicevic and Yvonne Jansen. from <https://perso.telecom-paristech.fr/eagan/class/igr204/datasets>

Manufacturers Highest Average Calories Per Serving



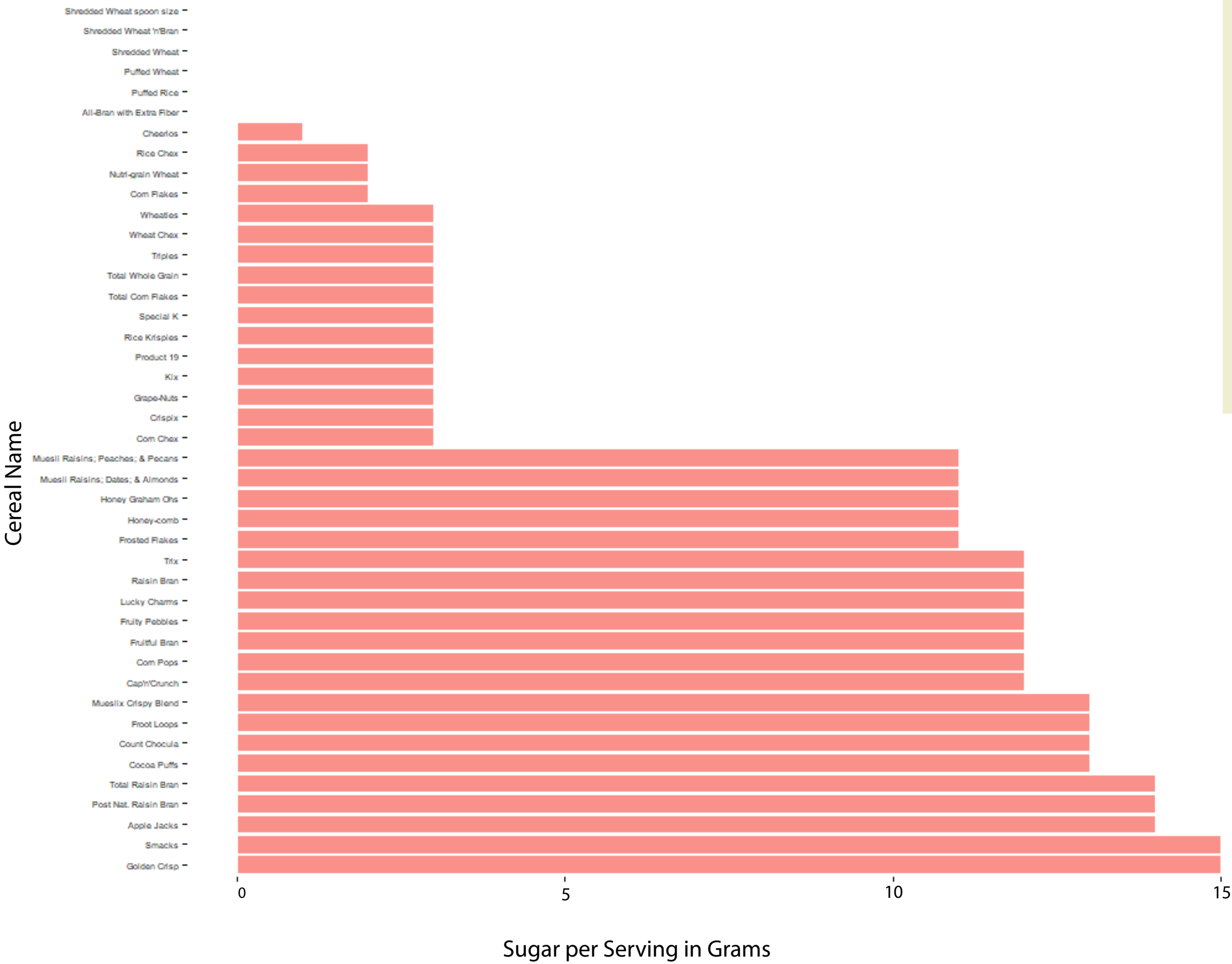
It's easy to look at this pie chart and think Ralston Purina is a brand of cereal people should avoid, but calories does not a quality cereal make. According to cosumer reports ratings of cereal, cereals that are higher in fiber, protein, and vitamins are rated higher than those who are higher in sugars, carbohydrates, and sodium.

Cereal Rating As Calorie and Sugar Content Change



There were 80 cereals overall, but the top and bottom 20 cereals in terms of sugar content per serving are shown to the right. It may seem confusing to have some cereals with no "sugar." That's actually because the fiber content is the same or exceeds the added sugar in the cereal- go, fiber! It's depressing to see some fan favorites in the top twenty with 15 grams PER serving! According to the American Heart Association Men should consume no more than 9 teaspoons (36 grams or 150 calories) of added sugar per day. For women, the number is lower at 6 teaspoons (25 grams or 100 calories) per day. So, in just one serving of some of these cereals, consumers are getting over HALF of their daily intake of sugar. That's a big yikes for moms and dads choosing a day to day breakfast cereal for their families. It's safe to say we should be seeing a lot of shredded wheat flying off of the shelves after seeing these statistics.

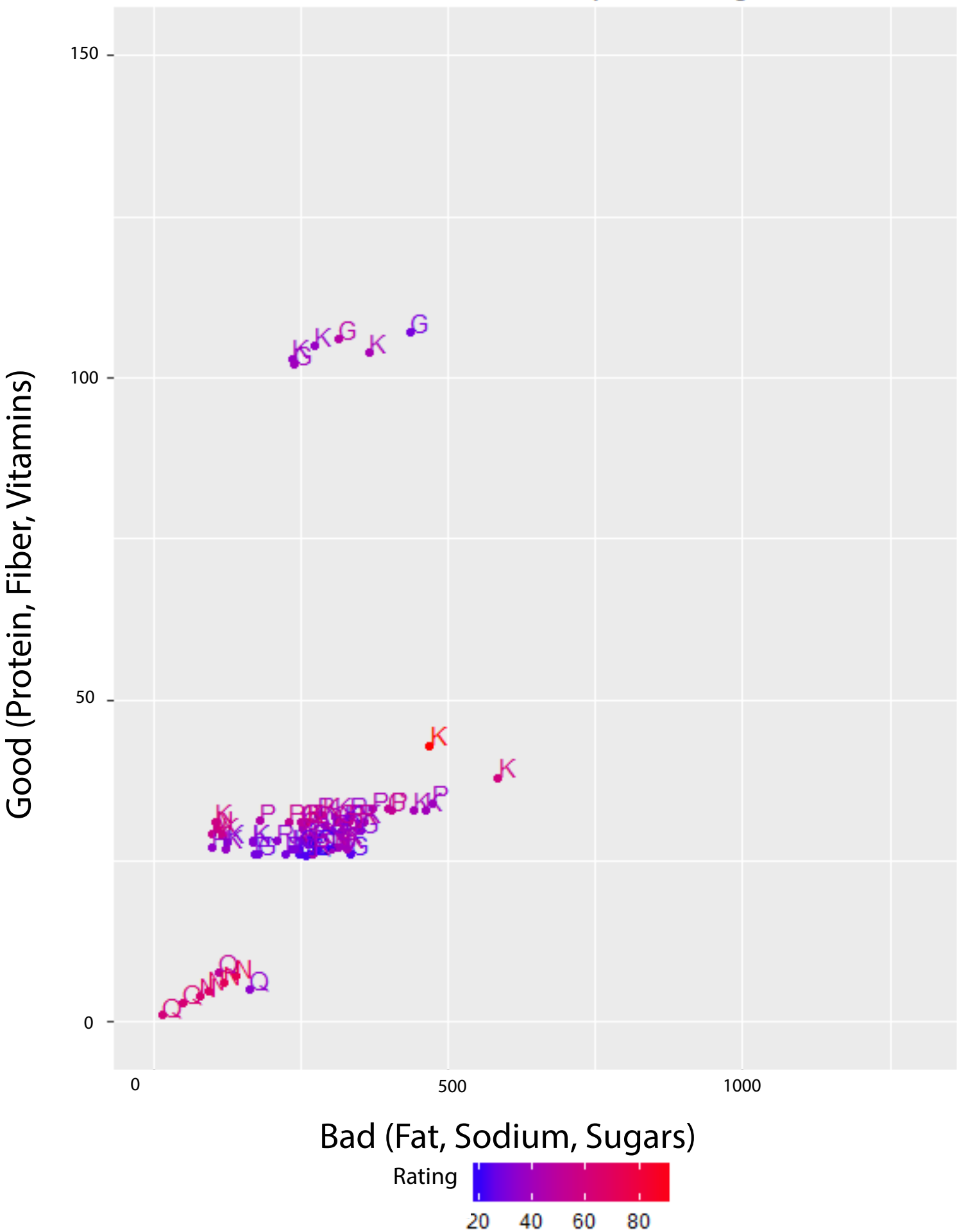
Sugar in Cereal per Serving



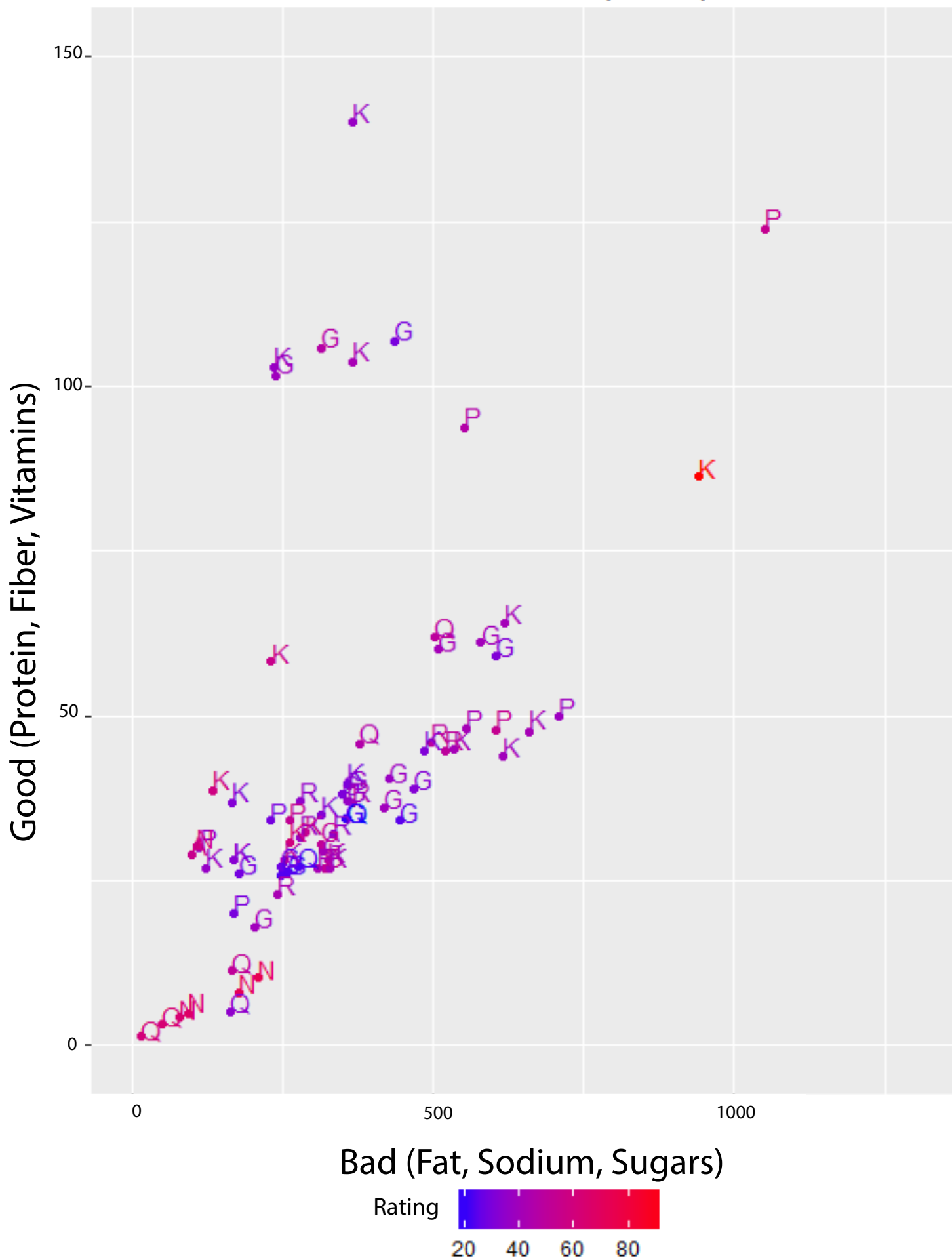
An Easy Tip:
Look for cereals
high in fiber
and low in sugar!

And that's not even half of the battle. Consumers are getting bamboozled left and right by manufacturers and their sneaky labeling and marketing techniques. Many companies use different serving sizes for different cereals. The bottom-left graphic shows that once the serving sizes are converted to cup measurements, the overall nutrition of the cereal decreases in comparison to only the serving size was used.

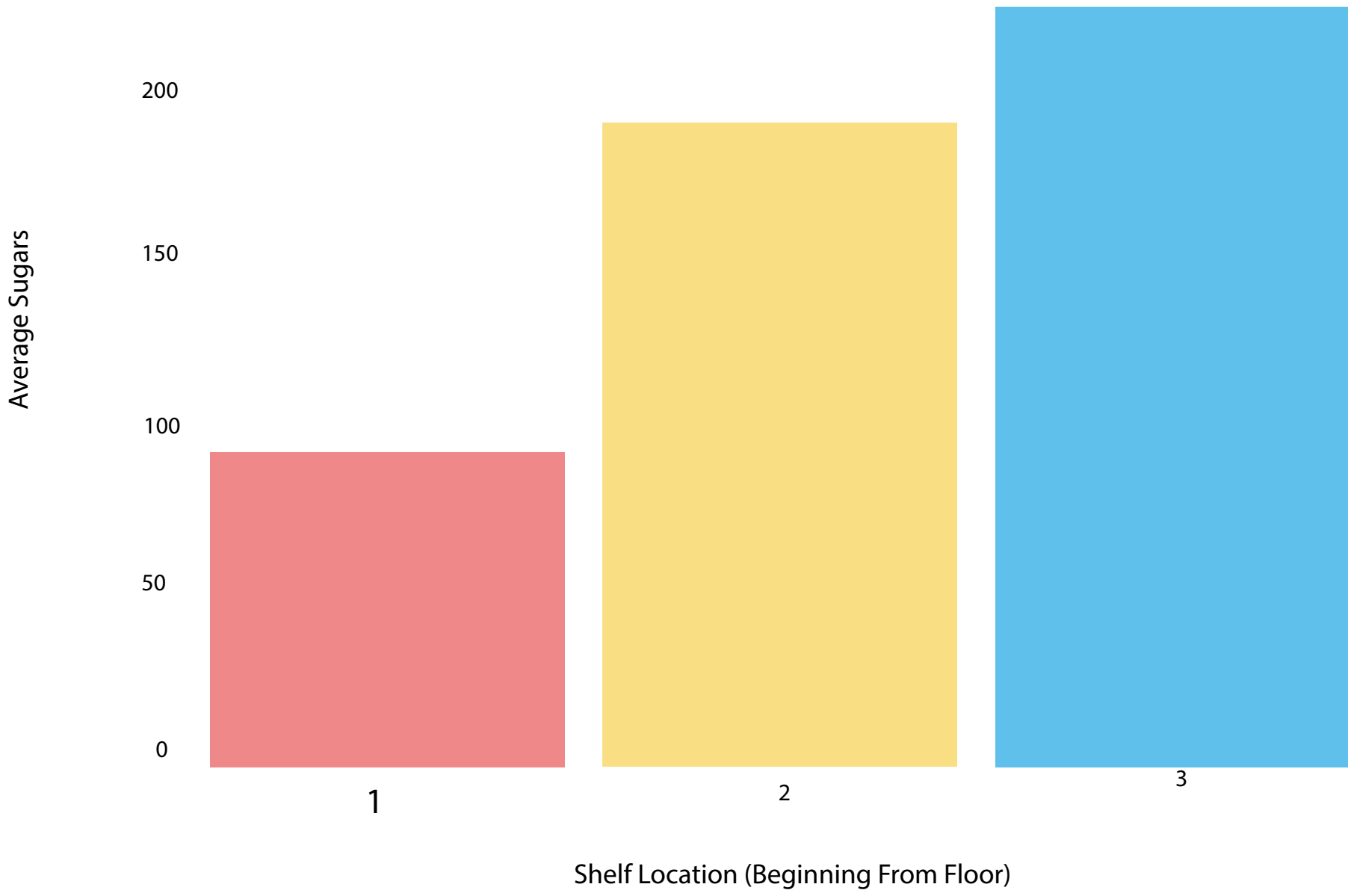
Combined Nutrition per Serving



Combined Nutrition per Cup



Sugars per Shelf



Cereal manufacturers also using the cereal's placement in the grocery shelves to push more sugary and addicting cereals. The cereal on shelves one row from the bottom have over less than half the sugar content of all the cereals on the shelf 3 rows from the floor (which is typically eye level for most people).