



Better Your Breakfast

(NAPSA)—The focus on fiber continues, and for good reason; Americans struggle daily to get enough fiber in their diets* but do not want to sacrifice taste. The need for nutrients does not stop at fiber.

Research shows that consumers are also seeking to add more antioxidants and other nutrients to their diets**, and the inclusion of these nutrients can be simple and convenient when you know where to find them.

The answer to increasing your nutrient intake is recognizing where to find much-needed vitamins.

- Looking to maintain healthy internal tissue and vision? Seek out vitamin A and beta-carotene in carrots, sweet potatoes, pumpkin and cantaloupe.

- Promote healthy tissue and strong blood vessel walls with vitamin C, which can be found in oranges, grapefruits, kiwifruit and strawberries.

- Snack on sunflower seeds, nuts and avocado for extra vitamin E.

- Stock up on eggs and salmon as well as fortified milk to boost your vitamin D intake.

- Another tasty source of antioxidant vitamins? New Kellogg's FiberPlus Antioxidants Cereals, in Berry Yogurt Crunch and Cinnamon Oat Crunch, are a rich source of antioxidant vitamins C and E.

If you are looking for a conve-



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nient and tasty way to increase your overall nutrient intake, look for products that are great-tasting and include numerous nutrients, such as antioxidant vitamins, fiber, zinc and protein. Reading the Nutrition Facts Panel is a simple way to determine whether a product contains adequate amounts of much-needed nutrients.

Kellogg's FiberPlus Antioxidants Cereals are high in fiber, giving consumers 35–40 percent of their daily recommended fiber and 100 percent of their daily recommended vitamin E—all in one serving.

Learn More

For more information, visit www.kelloggsfiberplus.com.

* NHANES 2003–2004

** Wellness Lifestyle Insights 2007 by the Hartman Group, Inc.