

BUDGET *STRETCHING* IDEAS

Two Bowls For A Buck: Cereal Breakfast Is The Best Deal Around

(NAPSA)—Eating breakfast for 50 cents isn't just an old wives' tale. It's true. Value-conscious moms looking for deals around every corner can feel confident that now, a cereal breakfast is one of the best values around.

In fact, the Kellogg Company is offering a \$1-off coupon at www.kelloggs.com through December 31, 2008 and redeemable through July 31, 2009.

A bowl of cereal costs less than 50 cents per serving, including milk. Eating a cereal breakfast not only provides the critical nutrients to start the day, but tastes great. And in one month, a family of four can save hundreds of dollars.

Even in today's challenging times, moms maintain high standards for their families. And for many moms value is more than price. It includes nutrition *and* convenience, which can be a very tough balance to strike.

"Breakfast has always been the most important meal of the day, and a cereal and milk breakfast is one of the smartest nutritional choices you can make for your family," said Tricia Siwajek, R.D., at Kellogg Company. "Moms have to make a lot of tough choices, but what to serve for breakfast doesn't have to be one of them."

Cereal Vs. Other Breakfast Options

Quick and easy breakfast options may not always be the



Tasty, nutritious and affordable—cereal offers an option for moms who want to serve their families the best for less.

most affordable. Compare the price per serving of a cereal breakfast to that of other common breakfast items, according to a Mintel "Limited Service Breakfast" Report:

Cereal breakfast including milk: 50 cents

Quick-serve breakfast sandwich: \$2.48

Fast-casual restaurant coffee and a bagel: \$3.37.

A cereal and milk breakfast meets the criteria of discerning mothers. It's affordable, nutritious and convenient: a breakfast they can feel good about serving their family. Kellogg has more than 50 cereals that cost less than 50 cents per serving.