

Adecron Nutrient Profiling Breakfast Cereals.xls

Breakfast cereal brand	Sorted to Nutrient Profiling scores November 2008, within scores alphabetical to product name	NP SCORE	Energy kJ	Protein	Saturated Fat	Sugars	Sodium	Fibre
Harraways	Wholegrain Oats	-7	1340	13.5	1.0	1.0	9	9.2
Sanitarium	Puffed Wheat	-6	1540	11.6	0.3	1.8	6	6.7
Kellogg's	MiniWheats 5 Grains	-5	1510	11.3	0.3	8.8	5	12.2
Sanitarium	Bran Bix	-4	1210	12.6	0.5	4.2	360	20.4
Kellogg's	MiniWheats Blackcurrant Flavour	-4	1490	8.8	0.3	15.9	15	9.0
Kellogg's	MiniWheats Golden Honey	-4	1450	8.8	0.2	12.6	20	8.4
Hubbard's	Thank Goodness Not so Sweet	-4	1500	9.4	0.6	12.8	80	8.6
Healtheries	Bircher DeLuxe Apple, Cinnamon & Almond Muesli	-3	1630	12.8	1.6	9.8	22	10.2
Hubbard's	Fejoa Lite Reduced Fat Toasted Muesli	-3	1458	9.0	1.0	15.2	76	8.8
Hubbard's	Fruitful Breakfast, Toasted Muesli	-3	1640	8.3	3.0	23.2	13	8.6
Harraways	Nicola's Organic Muesli, Manuka Honey Toasted	-3	1355	8.6	1.0	16.2	23	8.2
Sanitarium	Weet-Bix	-3	1480	12.0	0.3	2.8	280	11.0
Homebrand	Wheat Biscuits	-3	1470	12.0	0.3	2.8	280	11.0
Signature	Wheat Biscuits	-3	1470	12.0	0.3	2.8	280	11.0
Pam's	Wheat Biskits	-3	1480	12.2	<1	2.8	283	10.8
Hubbard's	Berry Berry Good	-2	1570	8.6	0.8	16.6	110	6.4
Hubbard's	Berry Berry Light Reduced Fat Toasted Muesli	-2	1580	8.9	1.1	13.1	120	8.4
Hubbard's	Berry Berry Natural Muesli	-2	1500	10.0	2.0	17.4	24	10.4
Healtheries	Bircher Muesli Apple & Raisin	-2	1570	11.6	1.2	17.9	35	11.8
Hubbard's	Fruitful Porridge	-2	1600	10.0	1.3	17.8	42	7.3
Kellogg's	Guardian	-2	1440	9.3	0.3	11.8	215	21.2
Sanitarium	Honey Puffs	-2	1533	10.5	0.2	21.1	11	5.7
Harraways	Instant Apricot (480g)	-2	1325	11.5	1.4	19.9	26	9.9
Vogel's	Natural Muesli	-2	1520	10.9	1.5	17.1	40	7.5
Freedom Foods	Rice Flakes w. Psyllium	-2	1650	7.5	1.2	11.4	51	6.6
Lowan	Rice Porridge with Orchard Fruits	-2	1390	6.7	1.0	14.4	11	8.0
Grain Products	Vita-Brits	-2	1480	11.6	0.1	2.3	385	10.1
Sanitarium	Weet-Bix Oat Bran	-2	1630	12.8	0.4	6.8	304	11.7
Sunreal	Apricot Delite	-1	1280	7.0	0.2	26.9	90	9.9
Hubbard's	Fruitful Lite	-1	1571	8.9	0.9	19.8	111	8.0
Sanitarium	Natural Fruit & Five Grains Muesli	-1	1510	9.1	1.6	20.5	89	9.0
Sanitarium	Natural Muesli	-1	1510	9.1	1.6	20.5	89	9.0
Harraways	Nicola's Organic Muesli, Toasted	-1	1560	8.0	1.0	17.0	9	4.0
Hubbard's	Oat Bran Muesli	-1	1680	10.5	1.8	16.0	8	11.6
Kellogg's	Sustain Original	-1	1570	8.9	0.5	20.4	97	6.4
Sanitarium	Weeties (was called Kornies)	-1	1520	11.8	0.4	2.5	462	10.2
Weight Watchers	Weight Watchers Fruity Muesli	-1	1440	9.5	0.7	20.7	188	7.2
Kellogg's	All-Bran Wheat Flakes	0	1500	9.9	0.3	16.3	330	13.5
Kellogg's	Sultana Bran	0	1420	9.5	0.4	22.7	270	14.2
Hubbard's	Bran & Apricot Flakes	0	1500	9.6	0.4	15.6	340	11.3
Hubbard's	Bran & Plum Flakes	0	1510	10.0	1.0	17.5	290	11.0
Hubbard's	Light & Right Flakes, Apricot	0	1580	10.2	1.3	14.9	200	6.9
Hubbard's	Light & Right Flakes, Berry	0	1570	9.8	1.3	15.3	211	7.1
Hubbard's	Light & Right Flakes, Fejoa	0	1580	7.3	1.3	14.0	180	7.3
Sanitarium	Muesli Deluxe Berry with yoghurt flakes	0	1540	7.8	1.6	21.7	54	7.8
Ceres	Muesli Organic Light	0	1772	9.9	2.2	15.4	37	n.s
Tasti	Nut Crunch Muesli	0	1660	10.9	1.7	21.1	143	7.6
Nature's Path	Organic Heritage Flakes	0	1670	12.0	0.3	11.7	447	18.3
Vogel's	Vogel's Dark Berry Blend Muesli	0	1600	11.3	2.3	19.4	7	12.8
Kellogg's	All-Bran Original	1	1370	15.0	0.5	13.6	380	29.5
Hubbard's	Blueberry Fruitful Flakes	1	1530	7.6	0.7	12.9	371	8.7
Hubbard's	Bran & Berries Flakes	1	1510	10.7	0.4	18.2	311	9.8
Kellogg's	Just Right Original	1	1490	8.8	0.4	31.2	30	8.5
Hubbard's	Light & Right Flakes, Blackcurrant	1	1560	8.7	1.1	23.9	150	6.6
Sanitarium	Light'n Tasty, Plum & Almond	1	1550	8.4	0.8	19.7	306	7.5
Kellogg's	Special K Advantage	1	1480	13.6	0.1	16.1	395	15.6
Sanitarium	Weet-Bix Fruity Apricot	1	1410	8.9	0.2	22.4	275	9.2
Weight Watchers	Weight Watchers Blackforest Muesli	1	1550	10.6	1.0	28.6	129	8.3
Weight Watchers	Weight Watchers Superfruit Muesli	1	1460	9.0	0.4	24.3	197	8.6
Hubbard's	Yours Fruitfully Natural Muesli	1	1510	9.3	3.6	19.7	9	9.7
Kellogg's	All-BranWheat Flakes Honey Almond	2	1530	11.0	0.5	26.1	325	15.6
Hubbard's	Berry Berry Nice Toasted Muesli	2	1830	9.4	4.9	17.6	6	10.7
Sanitarium	Bran Flakes	2	1490	11.5	0.4	7.2	690	12.7
Sanitarium	DeLuxe Muesli Apple Cinnamon & Jumbo Raisins	2	1620	7.9	1.5	22.6	119	6.9
Pam's	Fruity Nut, Fruit & Fibre	2	1460	9.0	<1	24.7	313	12.7
Hubbard's	Honey Bee Good	2	1570	8.0	1.1	20.7	200	7.3
Sanitarium	Light'n Tasty, Apple & Cranberry	2	1500	7.5	0.4	22.1	322	7.3
Ceres	Muesli Organic Original	2	1610	10.2	1.5	10.8	11	n.s
Hubbard's	Outward Bound, Berry	2	1540	8.2	0.4	24.9	350	7.1
Sanitarium	Weet-Bix Fruity Sultana, Bran & Apple	2	1410	8.7	0.2	23.7	280	13.4
Sanitarium	Weet-Bix Fruity Wild Berry	2	1410	8.9	0.2	22.6	275	9.2
Sanitarium	Light'n Tasty, Apricot	3	1490	7.3	0.6	26.4	277	7.3
Sanitarium	Light'n Tasty, Berry	3	1480	7.6	0.5	24.9	276	7.4
Kellogg's	Special K Forest Berries	3	1570	18.1	0.2	25.7	335	4.3

Cut off point for health claims under P 293

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Breakfast cereal scoring	Sorted to Nutrient Profiling scores November 2008, within scores alphabetical to product name	NP SCORE	Energy kJ	Protein	Saturated Fat	Sugars	Sodium	Fibre
Hubbard's	Thank Goodness Gluten Free	4	1560	6.3	0.7	28.0	87	3.7
Sunreal	Tropical Delite	4	1370	6.2	0.2	32.7	91	8.6
Homebrand	Crunchy Grain	5	1610	6.6	<1	25.1	288	3.7
Kellogg's	Special K, original	5	1570	19.7	0.1	14.5	536	2.5
Kellogg's	Corn Flakes	6	1580	7.8	0.2	7.9	720	2.6
Lowan	Cocoa bombs	6	1630	6.0	1.3	29.8	130	3.0
Pam's	Tropical Mix Flakes cereal (45% fruit)	7	1460	6.9	<1	33.4	274	6.7
Kellogg's	All-Bran Tropical	8	1420	10.7	1.3	27.3	230	18.7
Hubbard's	Berry Porridge	8	1610	9.0	1.4	21.4	380	7.9
Nestle	Cheerios	8	1580	7.0	1.0	20.0	480	5.3
Sanitarium	Cluster Crisp Triple Berry	8	1770	6.5	2.7	21.5	208	5.7
Kellogg's	CocoPops CocoRocks	8	1560	10.2	0.3	28.5	340	8.1
Alison Holst	Decadent Delight	8	1530	8.4	3.1	30.2	10	7.2
Kellogg's	Komplete	8	1620	8.4	2.5	29.6	105	6.5
Sanitarium	Light'n Tasty, Manuka Honey Date & Nut	8	1600	7.7	1.2	25.0	271	7.8
Sanitarium	Lite Toasted Muesli, Golden Oats & Fruit	8	1670	8.9	2.0	23.5	313	7.8
Nestle	Milo (new 60% more wholegrain version)	8	1660	10.5	2.3	29.5	125	5.3
Kellogg's	Rice Bubbles	8	1600	6.2	0.1	9.0	720	1.1
Hubbard's	Simply Toasted Muesli, Original	8	1770	11.3	5.0	18.9	7	9.1
Pam's	Toasted Breakfast Muesli	8	1700	12.3	2.6	27.9	11	8.5
Vogel's	Vogel's Café-style light	8	1660	8.2	3.9	20.2	248	6.0
Sanitarium	Weet-Bix Multigrain	8	1590	10.3	3.4	9.7	367	10.1
Hubbard's	Curiously Crunchy Clusters, Berry	9	1880	7.9	6.7	17.2	27	6.2
Sanitarium	Double Crunch Apricot	9	1650	5.5	1.5	23.7	357	4.3
Nestle	Nesquick Cereal	9	1610	7.4	1.6	31.5	240	5.2
Hubbard's	Simply Toasted Muesli, Apricot	9	1780	8.6	4.6	26.3	6	7.6
Sanitarium	Toasted Muesli, Golden Oats & Fruit	9	1830	10.1	2.2	22.5	310	8.5
Sanitarium	Weet-Bix Crunch	9	1470	8.4	0.2	29.2	370	8.0
Weight Watchers	Weight Watchers Fruit & Fibre	9	1400	7.9	0.3	30.5	410	13.2
Sunreal	Apricot and Banana Toasted Muesli	10	1480	7.2	5.0	34.4	20	7.0
Sanitarium	Bran & Sultana	10	1460	8.8	0.4	29.1	490	10.3
Hubbard's	Caramel Cashew Crunch Muesli	10	1830	11.7	6.7	21.1	12	9.3
Sanitarium	Cluster Crisp Vanilla Almond	10	1820	7.9	2.8	20.4	367	5.2
Sanitarium	Double Crunch Apple & Cinnamon	10	1660	5.7	1.3	25.0	404	4.2
Sanitarium	Skippy cornflakes	10	1530	6.4	0.2	8.6	780	3.1
Pam's	Sultana Fruit & Fibre	10	1418	10.3	1.0	30.1	526	10.4
Vogel's	Vogel's Scroggin and Flakes	10	1540	6.8	3.1	19.3	410	7.0
Budget	Cornflakes	11	1530	7.6	0.2	9.3	780	3.1
Pam's	Nutty Crunch	11	1670	6.8	<1	25.9	526	3.1
Sanitarium	San Bran	11	1240	12.4	0.3	19.5	870	34.6
Tasti	Sunrise, Tropicana	11	1520	5.5	1.2	35.5	405	5.9
Sanitarium	Toasted Fruit Medley Muesli	11	1710	8.4	4.6	25.0	196	11.1
Sanitarium	Weet-Bix Hi-Bran	11	1700	12.7	4.1	9.3	535	15.3
Pam's	Cornflakes	12	1480	6.4	<1	8.6	920	3.1
Pam's	Rice Snaps	12	1540	5.7	<1	10.6	780	2.2
Kellogg's	Special K, Honey Almond	12	1600	17.7	0.4	24.0	510	2.4
Hubbard's	Very Fruitful Flakes	12	1630	7.3	1.6	45.3	271	7.3
Ceres	Apricot and Almonds Organics Muesli	13	1800	9.3	5.6	16.4	11	n.s.
Homebrand	Cornflakes	13	1520	9.0	<1	5.7	780	n.s.
Pam's	Honey Snaps	13	1560	7.4	<1	41.9	11	n.s.
Sanitarium	Ricles	13	1550	6.3	0.1	8.8	860	1.7
Kellogg's	Crunchy Nut Corn Flakes	14	1660	6.5	0.5	31.7	470	2.5
Homebrand	Fruity Rings	14	1630	7.5	<1	24.1	469	n.s.
Hubbard's	Outward Bound, Original	14	1560	8.7	0.4	29.9	440	5.6
Kellogg's	CocoPops Chex	15	1590	6.2	0.2	32.0	630	2.4
Pam's	Berry Yoghurt flakes/cereal	15	1750	7.0	3.4	32.2	411	4.3
Freedom Foods	Gluten Free Muesli	15	1910	11.1	12.3	24.3	30	18.3
Kellogg's	Nutrigrain	15	1600	21.9	0.1	32.0	600	2.7
Kellogg's	Frosties	16	1610	4.6	<0.1	41.3	420	1.5
Kellogg's	Fruit Loops	16	1640	6.4	0.5	41.5	470	2.4
Kellogg's	CocoPops	17	1610	4.6	0.2	36.5	564	1.2
Kellogg's	Crispix	17	1630	6.6	0.1	24.0	725	1.0
Grain Health	Toasted Muesli	17	1900	8.7	9.8	17.9	479	10.8
Budget	Cocoa Puffs Breakfast Cereal	18	1650	4.4	<1	44.0	485	n.s.
Home Brand	Cocoa Puffs Breakfast Cereal	18	1580	4.4	<1	44.0	485	n.s.
Pam's	Cocoa Snaps	18	1650	4.4	0.3	44.0	485	n.s.
Overview of scores		Score	Energy	Protein	Sat Fat	Sugars	Sodium	Fibre
	Median	2.0	1560	8.9	1.0	20.5	275	8.0
	Average	4.7	1563	9.2	1.5	20.6	274	8.5
Range	Min	-7	1210	4.4	0.1	1.0	5	1.0
	Max	18	1910	21.9	12.3	45.3	920	34.6
		HCNPC SCORE	Energy	Protein	Sat Fat	Sugars	Sodium	Fibre