You cannot be cereals!

Eat more cereal foods, say health promoters. And cut back on sweet, fatty foods like biscuits and cake. But the latest crop of cereals are as bad as both!

Using words like 'Harvest' and 'Country', the new generation of cereals may lead us to think we are buying the best of arable products: traditional cereal grains just one step removed from the wholesome purity of muesli.

We might think that, but we would be wrong.

With sugar levels rising to 30%, fat levels up to 20% (saturates up to 12%), and fibre levels falling below 5%, these products are not the bowl of cereals they should be, but are a bowl of crumbled cookies.

The products are stacked on the shelves among the breakfast cereals and mueslis but, as our table shows, they really don't belong there. A single portion of these so-called cereals is similar to eating five chocolate-chip cookies or a slice of chocolate cake.

A 50 gram portion (before adding milk) provides (to the nearest gram):

	sugar g	fat g	saturated fat g	fibre g
Harvest (Quaker) Red Berries Crunch	13	9	6	2
Jordans Raspberry Country Crisp	10	8	3	3
Jordans Maple & Pecan Luxury Crunch	9	9	2	3
Marks & Spencer Chocolate Flake Crunch	15	8	3	2
Marks & Spencer Decadence	12	9	5	2
Mornflake Triple Chocolate Crisp	15	8	3	3
Sainsbury Strawberry and Banana Crisp	15	9	3	2
Sainsbury Triple Chocolate Crisp	14	8	2	3
Tesco Choc & Nut Crisp	14	10	3	2
Waitrose Chocolate and nut Crisp	13	10	5	3

Or about 50g of biscuits or cake

	sugar g	fat g	saturated fat g	fibre g
6 Garibaldis	19	6	3	2
3.5 McVitie's Hobnobs	12	11	5	2
5 Sainsbury Chocolate Chip Cookies	11	12	6	2
1 slice M & S Orange & Carrot Cake	14	10	3	4
1 slice Tesco Chocolate Sponge Cake	17	5	3	1
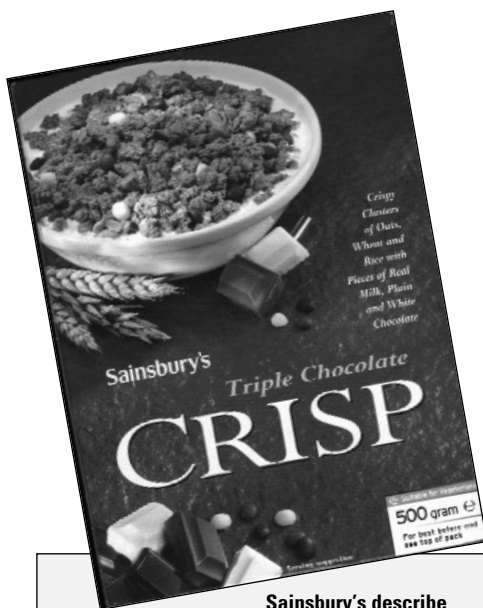
Sainsbury's describe their Triple Chocolate Crisp as 'Crispy Clusters of Oats, Wheat and Rice with Pieces of Real Milk, Plain and White Chocolate'. They forget to mention that this cereal contains more sugar than chocolate chips and more vegetable oil than either rice or wheat.

This Triple Chocolate Flake Crunch contains more sugar than chocolate and a 50g serving gives you over 8g of fat.

Harvest Crunch – *Delicious Crispy Oat Clusters with Real Red Berries.* **The main ingredients of this cereal are oats, sugar and vegetable oil, with only 3% added fruit.**