



A Teaspoon Guide to Australian Breakfast Cereals

In *Sweet Poison*, I set out five golden rules for people wanting to avoid fructose in their diet. Rule #4 is 'Watch out for breakfast'. I say in the book that because many breakfast cereals are prepackaged, it's very hard to know how much sugar you are really eating. I didn't want to interrupt the flow of the story in *Sweet Poison* by including a comprehensive list of breakfast cereals and their sugar contents, but since I have the data, I thought readers of the book may like to have it to hand as they patrol the shopping aisles.

The following lists set out the cereals on sale in Australia that have the least sugar (the Best 10), those that have the most sugar (the Worst 10) and a complete listing of all of them. The complete listing also includes a handy teaspoon reckoner so you can see how many spoonfuls of sugar you will get in a standard serve of that cereal.

The Best 10

Variations on Oats and Wheat Biscuits are the way to go for a low sugar breakfast, provided of course you don't add the sugar (or honey) yourself. You'd have to eat eight Kids' Weet-bix (number 10) before you even got near one whole teaspoon of sugar.

1	Carman's Premium Traditional Oats, You'll Love Coles Quick Oats, Home Brand Oat Bran & Rolled Oats, Coles Smart Buy Oat Bran	0.0%
2	Lowan Whole Grain Rolled Oats	0.6%
3	Uncle Tobys Oat Brits, Oats, Quick Oats & Vita Weeties Original	1.0%
4	Uncle Tobys Vita Brits Original & Organic	1.2%
5	Sanitarium Lite-bix	1.7%
6	Uncle Tobys Shredded Wheat	2.1%
7	Coles Organic Instant Oats	2.3%
8	Sanitarium Weet-Bix Organic, Lowan Oatbran	2.5%
9	You'll Love Coles Whole Wheat Biscuits, Home Brand Wheat Biscuits	2.7%
10	Sanitarium Weet-Bix Kids	3.0%

The Worst 10

The usual suspects fill-up the list of cereals with the highest amount of sugar. One small bowl (50g) of Cocoa Puffs from Coles or Woolworths' house brands will deliver over five teaspoons of sugar. Health nuts might be a bit surprised by some of the other entries in the Worst 10. Whenever you see Honey or Sultanas in the name of a cereal, it's usually a good idea to carefully check the sugar content.

1	You'll Love Coles Cocoa Puffs, Home Brand Cocoa Puffs	44.0%
2	Kelloggs Froot Loops	41.7%
3	Kelloggs Frosties	41.3%
4	Kelloggs All Bran Wheat Flakes Honey Almond	39.0%
5	Kelloggs Cocoa Pops	36.7%
6	Uncle Tobys Oats Temptations Sultanas, Apples & Honey	34.0%
7	Uncle Tobys Plus Sultanas 'n Bran	32.4%
8	Kelloggs Nutrigrain & Cocoa Pops Chex	32.0%
9	Nestlé Nesquick, Kelloggs Crunchy Nut Corn Flakes	31.7%
10	Nestlé Milo, You'll Love Coles Frooty Rings, 100 Healthy Calories Hi-Lite Cereal	31.3%

The Complete List

The complete listing for Breakfast Cereals is broken down by the Brand name of the Cereal. The first column tells you approximately how many teaspoons of sugar you will consume if you eat a 50g bowl of the cereal. Not all cereals weigh the same for a given volume. A bowl of cornflakes will be lighter than the same size bowl of Muesli, but to make the comparison meaningful I have calculated all the servings on the basis of a 50g bowl. For most cereals that represents about the amount that a child would consume. An adult could safely double the amount of sugar as a rough rule of thumb. I have also included the exact percentage of the cereal which is sugar (by weight) in the far right column.

Since the sugar in cereals is either added table sugar or fruit sugar, both of which are half (or more) fructose (which is the same as the sugar in your cupboard), I have not adjusted the sugar quantities which appear on the labels.

<i>Teaspoons per Serve (50g)</i>	<i>Cereal</i>	<i>Percentage Sugar</i>
100 Healthy Calories		
●●●●	Hi-Lite Cereal	31.3%
Brookfarm		
●●	Macadamia Muesli Natural	14.6%
●●●	Macadamia Muesli Toasted	18.8%

<i>Teaspoons per Serve (50g)</i>	<i>Cereal</i>	<i>Percentage Sugar</i>
●●●	Macadamia Muesli Gluten Free	20.3%
Carman's		
●	Classic Fruit Muesli	8.2%
○●	Natural Blend Muesli	11.1%
●	Original Recipe Muesli	6.7%
○	Premium Traditional Oats	0.0%
Coles		
○	Organic Instant Oats Original	2.3%
●●	Organic Instant Oats Apple & Cinnamon	11.7%
●●	Organic Instant Oats Honey	13.7%
○	Smart Buy Oat Bran	0.0%
Dick Smith		
●●●	Bush Foods Breakfast	23.3%
●●●	Bush Foods Muesli	24.2%
Freedom Foods		
○●●	Corn Flakes Gluten Free	19.8%
●●	Ultra-Rice Gluten Free	16.8%
Kellogg's		
○●	All Bran Original	13.6%
●●	All Bran Wheat Flakes	16.3%
○●●●	All Bran Tropical	27.3%
●●●●●	All Bran Wheat Flakes Honey Almond	39.0%
○●●●	Coco Pops Coco Rocks	28.3%
●●●●	Coco Pops Chex	32.0%
○●●●●	Coco Pops	36.7%
●	Corn Flakes	8.0%
○●	Corn Flakes Wholegrain	13.5%
●●●	Crispix Honey	24.0%
○●●	Crunchy Nut Clusters	18.9%
●●●●	Crunchy Nut Corn Flakes	31.7%
●●●●●	Froot Loops	41.7%
●●●●●	Frosties	41.3%
●●	Guardian	11.7%

<i>Teaspoons per Serve (50g)</i>	<i>Cereal</i>	<i>Percentage Sugar</i>
●●●	Just Right Tropical	18.9%
●●●●	Just Right Original	31.1%
●●●●	Komplete Oven Baked Muesli	29.6%
●	Mini-Wheats 5 Grains	8.8%
●●	Mini-Wheats Blackcurrant Flavour	10.0%
●●	Mini-Wheats Golden Honey	12.5%
●●●●	Nutri-grain	32.0%
●	Rice Bubbles	9.0%
●●	Special K	14.7%
●●	Special K Advantage	16.0%
●●●	Special K Honey & Almond	24.0%
●●●	Special K Forest Berries	25.7%
●●●	Sultana Bran	22.7%
●●●●	Sultana Bran Crunch	28.4%
●●●	Sustain Selection	19.8%
●●●	Sustain Original	20.4%
Lowan		
●●●●	Cocoa Bombs	29.7%
●●	GI Fast Energy Release	13.2%
●●	GI Maintain Energy Release	15.6%
●●●	GI Gradual Energy Release	18.2%
●●●	Kids Dinosaurs	20.6%
●●●	Kids Honey O's	22.0%
●●●	Kids Grizzlies	22.9%
●●	Muesli Walnut & Mango	12.0%
●●	Muesli Apricot & Almond	13.1%
●●	Muesli Fruit & Nut	14.4%
●●	Muesli Tropical Fruit	14.6%
●●●●	Muesli Swiss	26.4%
●●	Multibran	12.5%
●●	Multiflakes Tropical Fruit	16.0%
●●	Multiflakes Fruit & Nuts	17.1%
●	Oatbran	2.5%

<i>Teaspoons per Serve (50g)</i>	<i>Cereal</i>	<i>Percentage Sugar</i>
○	Whole Grain Rolled Oats	0.6%
Nestlé		
●●●	Cheerios	21.7%
●●●●	Milo	31.3%
●●●●	Nesquik	31.7%
Sanitarium		
●●●	Curios Apple Cinnamon	20.3%
●●●	Curios Pancake Flavour	20.3%
●●●	Curios Wildberry Flavour	20.3%
○●●	Granola Clusters Vanilla & Almond	19.2%
●●●	Granola Clusters Blueberry & Apple	22.8%
●●●	Honey Weets	25.0%
●●●	Light'n'Tasty Apple & Cranberry	23.5%
●●●	Light'n'Tasty Mango & Passionfruit	23.5%
●●●	Light'n'Tasty Apricot	24.0%
●●●	Light'n'Tasty Triple Berry	24.3%
○	Lite-bix	1.7%
○	Weet-Bix Organic	2.5%
○	Weet-Bix Kids	3.0%
○	Weet-Bix Original	3.3%
●	Weet-Bix Hi-Bran	8.5%
○●	Weet-Bix Multi-grain	9.8%
●●●	Weet-Bix Crunch	20.3%
●●●	Weet-Bix Fruity Apricot	22.3%
●●●	Weet-Bix Fruity Strawberry	22.3%
●●●	Weet-Bix Fruity Wildberry	22.3%
Uncle Tobys		
●●	Bran Plus	14.4%
●●●	Fruity Bites Wildberry	24.3%
●●●	Fruity Bites Apple & Vanilla	24.6%
●●●	Fruity Bites Mango & Passionfruit	24.6%
●●●	Healthwise for Women 40+	21.1%
●●●	Healthwise for Bowel and Digestive System	23.8%

<i>Teaspoons per Serve (50g)</i>	<i>Cereal</i>	<i>Percentage Sugar</i>
●●●●	Healthwise for Heart and Circulatory System	30.0%
●●●	Low Fat Muesli	22.3%
●●	Natural Style Muesli Apple & Berry	14.8%
●●	Natural Style Muesli Summer Fruits	17.2%
○●●	Natural Style Muesli Original Swiss	19.7%
●●●	Nut Feast	22.7%
●●	Oat Flakes	12.0%
○	OatBrits	1.0%
○	Oats Traditional	1.0%
○●●●	Oats So Tasty	29.3%
○●●●	Oats Temptations Selections	29.3%
●●●●	Oats Temptations Sultanas, Apples & Honey	34.0%
○●●	Plus Sports Lift	22.0%
●●●	Plus Muesli Flakes	24.0%
●●●	Plus Crisp 'n Crunchy	24.4%
●●●	Plus Protein Lift	25.3%
●●●	Plus Fibre Lift	26.0%
○●●●	Plus Anitoxidant Lift	28.0%
●●●●	Plus Sultanas 'n Bran	32.4%
○	Quick Oats	1.0%
○●●●	Quick Oats Creamy Honey	26.3%
○	Shredded Wheat	2.1%
○	Vita Brits Original	1.2%
○	Vita Brits Organic	1.2%
○	Vita Weeties Original	1.0%
●●	Vita Weeties Fruit & Nut	12.2%
Weight Watchers		
○●●●	Berry Flakes	26.3%
●●●●	Fruit & Fibre	30.7%
●●	Fruity Muesli Orchard	13.7%
○●●	Fruity Muesli	20.8%
○●●●	Tropical Breakfast	30.2%
Woolworths		

<i>Teaspoons per Serve (50g)</i>	<i>Cereal</i>	<i>Percentage Sugar</i>
●●●●●●	Home Brand Cocoa Puffs	44.0%
●	Home Brand Corn Flakes	5.7%
●●●	Home Brand Fruity Rings	25.0%
○	Home Brand Oat Bran	0.0%
●	Home Brand Rice Pops	8.0%
○	Home Brand Rolled Oats	0.0%
●	Home Brand Tropical Muesli	9.0%
○	Home Brand Wheat Biscuits	2.7%
●●	Select Natural Muesli Swiss Bircher	16.4%
●●●	Select Natural Muesli Peach & Pecan	23.0%
●●●	Select Natural Muesli Apricot & Almond	24.8%
○●●●	Select Toasted Muesli Classic Crunch	21.3%
●●●	Select Toasted Muesli Café Style	23.6%
You'll Love Coles		
●●	Bran Start	15.2%
○●●●●●	Cocoa Puffs	44.0%
●	Corn Flakes	9.3%
○●●●	Corn Flakes Honey Crunch	27.1%
●●●●	Frooty Rings	31.3%
●	Muesli Toasted	7.6%
●●	Muesli Apple, Peach & Pecan	16.4%
●●	Muesli Low Fat	17.6%
○●●●	Muesli Apricot Date & Almond	21.0%
○●●●	Muesli Summer Fruits	26.8%
○	Quick Oats Original	0.0%
○●	Rice Puffs	10.6%
●●●	Right Start	25.8%
○●●●	Sultana Crunch	18.4%
●	Wheat Biscuits Organic	3.3%
○	Whole Wheat Biscuits	2.7%