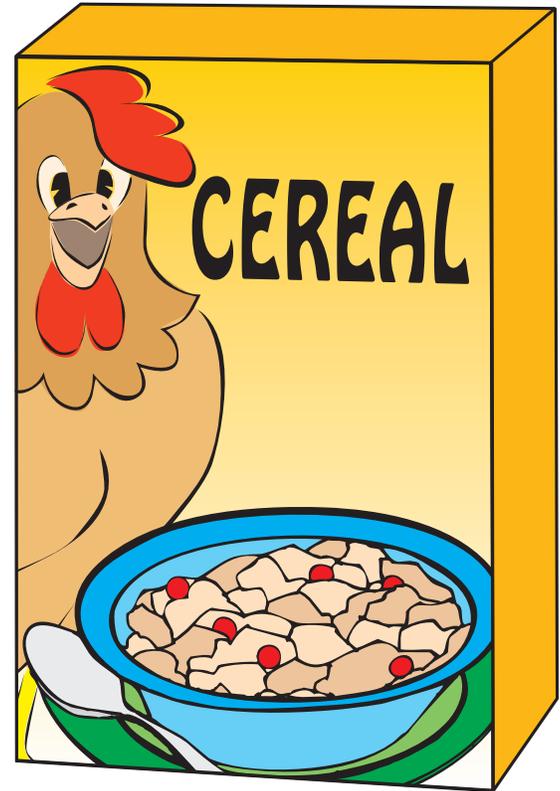


Grains

Shopping the Cereal Aisle

It can be quite an adventure to shop the cereal aisle! With a little know-how, you can discover cereals that are high in fiber, nutrients and phytochemicals. These will give you energy to help your body do its work. Other cereals are high in sugar, sodium, calories or fat. Come on along, and let's shop the cereal aisle!



Coupons Prices



- More than half the price of a box of cereal goes to the manufacturer's development, packaging and advertising expenses and profit.
- Perfectly fine store-brand cereals cost a lot less than national brands. Store brands offer more choices than ever!
- Almost half of shoppers buy cereal with coupons, but coupons are becoming scarcer and have been dropping in value. If you find a coupon for a cereal you eat, clip it.
- Save money by buying cereal in a bag. Bagged, renamed versions of boxed cereals cost about \$1 less than the originals.
- Ounce for ounce, store-brand or bagged cereals can cost half as much as national brands.
- Oatmeal and other hot cereals are economical and high in nutrients.
- Some stores offer memberships in a rebate program. It is easy to join and get deeper discounts and sales every day.

Offer 123456 Expires 00/00/00



Nutrition

Compare nutrition labels as well as prices. Many cereals can be a good source of dietary fiber. Other cereals can be high in sugar or salt and give you lots of calories with little nutrients and phytochemicals. By weight, most kids' cereals are at least 40 percent sugar! Select cereals that have **whole-grain** products listed first in the list of ingredients. Choose at least some cereals that are **low in fat** (fewer than 3 grams of fat per serving) and are **high in fiber** (5 grams or more of dietary fiber per serving). As a rule, wheat-based cereals have more fiber than corn- or rice-based ones. To team nutrition and taste, mix two cereals together.

APPLE-OAT SQUARES

2 cups oatmeal, quick or old-fashioned
 1 1/2 cups enriched flour
 3/4 cup melted margarine
 1 cup firmly packed brown sugar
 1 1/4 teaspoons cinnamon
 1/2 teaspoon baking soda
 1/4 teaspoon ground nutmeg
 1 1/3 cups applesauce
 1/2 cup finely chopped nuts, if you like

Good go-togethers
 Orange sections
 Apple-oat squares
 Applesauce or
 Fruit butter (apple, pumpkin)
 Skim milk

Preheat oven to 375 degrees and lightly grease and flour a 9- x 13-inch pan. Combine all ingredients except applesauce and nuts. Mix until crumbly. Reserve 1 cup of the mixture. Press remaining mixture in bottom of prepared pan. Bake 15 minutes. Cool slightly about 10 minutes. Spread applesauce over partially baked crust and sprinkle with nuts. Top with reserved mixture and bake 15 to 20 minutes or until golden brown. Cool in pan. Cut into 2-inch squares.

Yield: 24 servings. Serving size: 2-in x 2-in square.

Nutrition information per serving: 159 calories, 7 g fat, 1 g saturated fat, 0 mg cholesterol, 103 mg sodium, 1 g dietary fiber and 72 RE vitamin A.



Cereal Isle:

Don't forget old fashioned oatmeal, cream of wheat, and other hot multigrain cereals. They can be cooked a day ahead and warmed in the microwave in the morning for a quick breakfast. Add some fruit and milk for a complete breakfast. Hot cereals tend to be higher in fiber and lower in sugar and because they need very little processing, do not have any added fats, particularly hydrogenated fats.

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