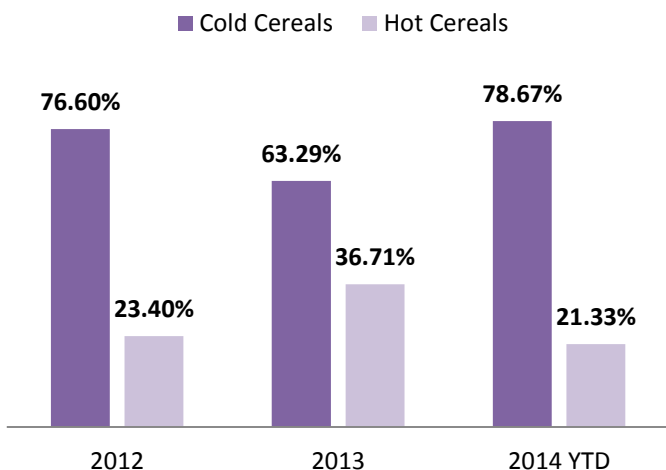


Fruit Ingredient Activity – Hot and Cold Cereal Launches

US hot and cold cereal launches with fruit & fruit product ingredients, % of *total hot and cold cereal launches from Jan 2012- Sep 2014



Top fruit ingredient groups used in hot and cold cereal launches, USA Jan 2012- Sept 2014

Fruit Ingredient	# of Variants
Fruit Concentrates	97
Fruit Juice	15
Fruit Purees, Pulpes, Paste, Nectars, Compotes, Syrups	11
Fruit Flakes	10
Fruit and Fruit Products	9
Fruit Peel	3
Fruit Solids	1

6% of US hot and cold cereal launches containing fruit or fruit products as an ingredients* use a "made with fruit" or "fruit serving" or "real fruit" claim in the products description (12 products out of 201).



Sprout Rise Purple Berry & Carrot Crunch Bites are morning multigrain cereals with real fruit and vegetable filling. Click [here](#) to view on GNPD.



Post Great Grains Digestive Blend Berry Medley Whole Grain Cereal is said to support an healthy digestion with active cultures, and contains clusters made with real fruit juice, nutritious wholegrain barley, and multi grain flakes. Click [here](#) to view on GNPD.



Safeway Kitchens Strawberry Almond Oatmeal is an instant multigrain oatmeal cup made with whole grain and real fruit. Click [here](#) to view on GNPD.



Good & Delish Berry Cherry Instant Steel Cut Oatmeal is all natural. It can be prepared in its container in the microwave or with hot water from a kettle and is ready in one minute. It is an excellent source of fiber and made with real fruit. Click [here](#) to view on GNPD.

*Fruit Ingredients included in search are fruit concentrate, fruit flakes, fruit granules, fruit juice, fruit peel, fruit puree, fruit paste, fruit nectar, fruit solids and dried fruit**Total snack launches where ingredients are analyzed

Recent hot and cold cereal launches with fruit ingredients, USA, 2014



[Kashi Organic Whole Wheat Cereals with Real Fruit Filling](#)



[General Mills Apple Cinnamon Gluten Free Oatmeal](#)



[MOM Brands Apple & Cinnamon Instant Oatmeal with Flax](#)

Mintel Category Trends – Breakfast Cereal

Inspiration from Europe cereal category insights:

Scope to attract new consumers to Hot Cereals: Oat So Simple focuses on wholesome fruit and satiety

Quaker Oats continues to develop its instant porridge line up with its new Heaps of Fruit range focused on added flavor and health through the inclusion of “real fruit pieces”.

It has also launched a new ‘Big Bowl’ range of instant sachets which is well-placed to appeal to the 42% of UK breakfast cereal users who report wanting a breakfast that keeps them full till lunch.

Quaker Oats (UK): heaps of fruit



Heaps of Fruit range in sachet and pot formats and varieties such as Blackberry & Apple, Apple & Cherry, Summer Berries; contains real fruit pieces including dried apple and cherry pieces

Quaker Oats (UK): 33% more in every bowl



Big Bowl Golden Syrup Porridge; 33% larger than the standard porridge