



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 16 on this year's list) before you even got near one whole teaspoon of sugar.

1	Carman's Premium Traditional Oats, Coles Smart Buy Quick Oats, Oat Bran & Rolled Oats, Freedom Foods Quick Oats Abundant Earth Organic Puffed Kamut	0.0%
2	Woolworths Select Rolled Oats	0.6%
3	Woolworths Home Brand Semolina	0.7%
4	Woolworths Select Quick Cooking Oats, Coles Smart Buy Wheat Biscuits	0.8%
5	Uncle Tobys Quick Oats Sachets, Lowan Rice Flakes	0.9%
6	Uncle Tobys Oat Brits, Traditional Oats, Quick Oats & Vita Brits Weeties, Woolworths Home Brand Oat Bran Abundant Earth Organic Puffed Millet, Corn & Rice	1.0%- 1.1%
7	Uncle Tobys Vita Brits Original and Vita Brits Organic	1.2%
8	Freedom Foods Yeast Free Muesli Golden Vale (Aldi) Oats	1.4%- 1.5%

	Lowan Oat Bran	
9	Sanitarium Puffed Wheat,	1.7%-
	Lowan Quick Oats & Rolled Oats	1.8%
	Uncle Tobys Oats Fitness Apricot & Peach	
10	Uncle Tobys Shredded Wheat	2.1%

The Worst 10

The usual suspects fill-up the list of cereals with the highest amount of sugar. One small bowl (50g) of Aldi's housebrand Honey Wheats will deliver five and a half 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 (or even on the label), it's usually a good idea to carefully check the sugar content.

1	Golden Vale (Aldi) Honey Wheats	46.0%
2	Golden Vale (Aldi) Choco Rice	45.5%
3	Woolworths Home Brand Cocoa Puffs	44.0%
4	Kelloggs Froot Loops	41.7%
	Kelloggs Frosties	
5	Golden Vale (Aldi) Choco Pillows	40.6%
6	Coles Cocoa Puffs	39.5%
7	Kelloggs Cocoa Pops	36.7%
8	Golden Vale (Aldi) Tropical Fruit	35.5%
	Berry Blast	
9	Uncle Tobys Oats Temptations	34.0%
	Sultanas, Apples & Honey	
10	Kelloggs Nutrigrain & Cocoa Pops Chex	31.1%-
	Golden Vale (Aldi) Power Grain	32.1%
	Nestlé Nesquick,	
	Kelloggs Crunchy Nut Corn Flakes	
	Kelloggs Crunchy Nut Nutty Corn Flakes	
	Kelloggs Just Right Original	

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>
Abundant Earth		
●●●	Organic Bircher Muesli: Orchard Fruits and Almonds	18.1%
○	Organic Puffed Corn	1.0%
○	Organic Puffed Kamut	0.0%
○	Organic Puffed Millet	1.0%
○	Organic Puffed Rice	1.1%
Be Light (Aldi)		
●●	Special Flakes – Forrest Berries	16.5%
●●	Special Flakes – Natural	14.1%
Brookfarm		
●●	Macadamia Muesli Natural	14.6%
●●●	Macadamia Muesli Toasted	18.8%
●●●	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		
●●●	Bran Flakes with Sultanas	25.0%
●●	Bran Start	15.2%
●●●●●	Cocoa Puffs	39.5%
●	Corn Flakes	9.0%
○●	Smart Buy Corn Flakes	10.3%
○●●●	Honey Crunch Corn Flakes	29.0%
●●●	Frooty Rings	20.0%
○●●	Muesli Apricot Date & Almond	19.7%
○●●●	Muesli Low Fat	28.3%
○●●●	Muesli Summer Fruits	29.3%
●●	Muesli Toasted Original	16.4%
○	Smart Buy Oat Bran	0.0%
○●	Smart Buy Processed Bran	12.5%
○	Smart Buy Quick Oats Original	0.0%

<i>Teaspoons per Serve (50g)</i>	<i>Cereal</i>	<i>Percentage Sugar</i>
●	Rice Puffs	8.0%
●●●	Right Start Fruit & Fibre	18.7%
●●●	Right Start Traditional	24.4%
○	Smart Buy Rolled Oats	0.0%
○	Wheat Biscuits	2.7%
○	Smart Buy Wheat Biscuits	0.8%
Dick Smith		
●●●	Bush Foods Breakfast	23.3%
●●●	Bush Foods Muesli	24.2%
Freedom Foods		
○●	Corn Flakes	10.2%
○●●	Hi-Lite	19.3%
○	Muesli Yeast Free	1.4%
●●●	Muesli Gluten Free	24.3%
○	Quick Oats	0.0%
○●	Rice Flakes	11.4%
○	Rice Puffs	4.8%
○●	Ultra-Rice Gluten Free	11.0%
Golden Vale (Aldi)		
●●●	Balanced Right	25.8%
○●	Breakfast Bubbles	9.5%
○●●●●	Brekky Blast (Tropical Fruit)	35.5%
●●●	Brekky Blast (Wild Berry)	25.9%
●●●	Choco Balls	25.8%
●●●●●	Choco Pillows	40.6%
○●●●●●	Choco Rice	45.5%
●	Corn Flakes	9.3%
●●	Fruit & Nut Muesli	16.8%
●●	Healthy Start (Fruit & Nut)	16.5%
○●	Healthy Start (Summer Burst)	11.1%
○●●●	Honey Nut Corn Flakes	27.8%
○●●●●●	Honey Wheats	46.0%
●●	Just Bran	13.7%

<i>Teaspoons per Serve (50g)</i>	<i>Cereal</i>	<i>Percentage Sugar</i>
○	Oats	1.4%
●	Oats Sensations (Apple, Sultana & Honey)	5.8%
○	Oats Sensations (Apricot & Grain)	2.8%
●	Oats Sensations (Date)	5.6%
●●●●	Power Grain	32.1%
●●●	Sultana Flakes	21.9%
○	Wheat Biscuits	2.7%
Goodness Super Foods		
●●●●	Digestive First	29.9%
○●●	Heart First	18.7%
●●	Protein First	17.1%
Kellogg's		
●●	All Bran Original	13.6%
●●●	All Bran Dual	20.0%
●●	All Bran Wheat Flakes	16.3%
○●●●	All Bran Tropical	27.3%
●●●	All Bran Wheat Flakes Honey Almond	26.0%
○●●●	Coco Pops Coco Rocks	28.3%
●●●●	Coco Pops Chex	32.0%
○●●●●	Coco Pops	36.7%
●	Corn Flakes	8.0%
●●●	Crispix Honey	24.0%
○●●●	Crunchy Nut Clusters	28.3%
●●●●	Crunchy Nut Nutty Corn Flakes	31.3%
●●●●	Crunchy Nut Corn Flakes	31.7%
●●●●●	Froot Loops	41.7%
●●●●●	Frosties	41.3%
●●	Guardian	11.7%
○●●	Just Right Tropical	22.0%
○●●●	Just Right Antioxidant	27.1%
●●●●	Just Right Original	31.1%
○●●●	Komplete Oven Baked Muesli	29.6%
●	Mini-Wheats 5 Grains	8.8%

<i>Teaspoons per Serve (50g)</i>	<i>Cereal</i>	<i>Percentage Sugar</i>
●●	Mini-Wheats Blackcurrant Flavour	16.0%
●●●●	Nutri-grain	32.0%
●	Rice Bubbles	9.0%
●●	Special K	14.7%
●●	Special K Advantage	16.0%
●●●	Special K with Chocolate Flakes	20.0%
●●●	Special K Honey & Almond	24.0%
●●●	Special K Forest Berries	25.7%
●●●	Sultana Bran	22.7%
●●●●	Sultana Bran Crunch	28.4%
●●●	Sustain Original	20.4%
Lowan		
●●●●	Cocoa Bombs	29.7%
●●●	Cup of Oats	20.7%
●	Fusion Muesli Nut Crunch	5.3%
●●	Fusion Muesli Apple with Cinnamon	11.8%
●●	Fusion Muesli Berry Bliss	12.9%
●●●	Kids Honey O's	21.7%
●●●	Kids Grizzlies	22.9%
●	Muesli Original Harvest	4.2%
●●	Muesli Apricot & Almond	14.7%
●●	Muesli Fruit & Nut	14.0%
●●	Muesli Tropical Fruit	15.8%
●●	Muesli Swiss	16.4%
●	Oatbran	1.5%
●	Quick Oats	1.7%
○	Rice Flakes	0.9%
●●	Rice Porridge	14.4%
●	Rolled Oats	1.7%
Nestlé		
●●●	Morning Sun Apricot and Almond Muesli	18.1%
●●●●	Milo & Milo Duo	29.7%
●●●●	Nesquik	31.7%

<i>Teaspoons per Serve (50g)</i>	<i>Cereal</i>	<i>Percentage Sugar</i>
Sanitarium		
●	Granola	3.7%
●●●	Granola Clusters Vanilla & Almond	19.2%
●●●	Granola Clusters Blueberry & Apple	22.8%
●●●	Granola Clusters Berry Delicious	21.6%
●●●	Honey Weets	23.0%
●●●	Light'n'Tasty Apple Crunch with Oat Clusters	23.5%
●●	Light'n'Tasty Macadamia & Honey with Oat Clusters	17.8%
●●●	Light'n'Tasty Apricot	24.0%
●●●	Light'n'Tasty Triple Berry	24.3%
○	Puffed Wheat	1.7%
●	Skippy Corn Flakes	9.3%
○	Weet-Bix Organic	3.3%
○	Weet-Bix Kids	3.0%
○	Weet-Bix Original	3.3%
●	Weet-Bix Hi-Bran	8.5%
●	Weet-Bix Multi-grain	8.1%
●●	Weet-Bix Oats & Barley Bites	11.8%
●●●●	Weet-Bix Crunchy Honey Bites	29.1%
●●●	Weet-Bix Apricot Bites	22.4%
●●	Weet-Bix Multi-grain Bites	16.0%
●●●	Weet-Bix Wildberry Bites	22.7%
Uncle Tobys		
●●	Bran Plus	14.4%
●●	Cheerios	17.7%
●●●	Fruity Bites Wildberry	24.3%
●●●	Healthwise for Bone Wellbeing	22.0%
●●●	Healthwise for Digestive Wellbeing	23.8%
●●●●	Healthwise for Heart Wellbeing	30.0%
●●●	Low Fat Muesli	22.3%
○●●	Natural Style Muesli Apple & Cranberry	19.3%
○●●	Natural Style Muesli Original Swiss	19.7%
●●●	Nut Feast	22.7%

<i>Teaspoons per Serve (50g)</i>	<i>Cereal</i>	<i>Percentage Sugar</i>
●●●	Oat Crisp Almond	20.3%
●●●	Oat Crisp Honey	26.0%
○●●●	Oat Crisp Sultana	28.0%
○●	Oat Flakes	12.0%
○	OatBrits	1.0%
○	Oats Traditional	1.0%
●●●●	Oats So Tasty Honey Buzz	29.3%
○	Oats Fitness Apricot & Peach	1.8%
○	Oats Fitness Original	2.5%
○●●●	Oats Temptations Wild Berry Basket	26.3%
●●●●	Oats Temptations Sultanas, Apples & Honey	34.0%
○●●	Plus Sports Lift	22.0%
●●●	Plus Protein Lift	25.3%
●●●	Plus Fibre Lift	26.0%
○●●●	Plus Antioxidant Lift	28.0%
○●●	Plus Omega 3 Lift	22.5%
○	Quick Oats Sachets Original	0.9%
●●●	Quick Oats Sachets Brown Sugar & Cinnamon	22.3%
○●●●	Quick Oats Sachets Creamy Honey	26.3%
○●●●	Quick Oats Sachets Apple & Muesli	27.0%
○	Quick Oats	1.0%
○	Shredded Wheat	2.1%
○	Vita Brits Original	1.2%
○	Vita Brits Organic	1.2%
○●	Vita Brits Brown Sugar & Cinnamon	13.5%
○●●	Vita Brits Honey High Fibre Bites	17.9%
Weight Watchers		
○●●●	Berry Flakes	26.3%
○●●●	Black forest Muesli	28.7%
○●●●	Fruit & Fibre	30.3%
●●●	Fruity Muesli Superfruits	24.4%
○●●	Fruity Muesli	20.7%
○●●●	Tropical Breakfast	30.0%

<i>Teaspoons per Serve (50g)</i>	<i>Cereal</i>	<i>Percentage Sugar</i>
Woolworths		
●●●●●●	Home Brand Cocoa Puffs	44.0%
●	Home Brand Corn Flakes	9.0%
●●●	Home Brand Fruity Rings	26.4%
○	Home Brand Natural Bran	2.9%
○	Home Brand Oat Bran	1.0%
●●	Home Brand Processed Bran	16.4%
○	Home Brand Quick Oats	2.5%
●	Home Brand Rice Pops	8.0%
○	Home Brand Rolled Oats	2.5%
○	Home Brand Semolina	0.7%
●	Home Brand Tropical Muesli	9.0%
○	Home Brand Wheat Biscuits	2.7%
●●	Naytura Blueberry Almond Crunch Muesli	15.2%
○	Naytura Bran Cereal	3.3%
●	Naytura Fruit & Nut Muesli	6.3%
●●	Naytura Maple Nut Crunch Muesli	14.8%
●●	Naytura Morning Balance Muesli	17.4%
○●●●	Select Natural Muesli Berry Bircher	26.8%
○●●	Select Natural Muesli Dark Berry Bircher	19.4%
●●	Select Natural Muesli Swiss Bircher	16.3%
○	Select Quick Cooking Oats	0.8%
○	Select Rolled Oats	0.6%
●●●	Select Toasted Muesli Classic Crunch	21.3%