

THE
STORY
ON
SNACKING

Kellogg's



Since the introduction of *Kellogg's Corn Flakes*® in 1906, Kellogg has invested over a century of science and product development into health and nutrition. As the first food company to employ our very own dietitian in 1923, we are always looking for ways to provide nutritious, convenient and affordable foods to consumers worldwide.



SMART
SNACKING
BEGINS
HERE



SNACKING IS A WAY OF LIFE

Americans love to snack. So it's no wonder we're snacking more now than ever before. Just four decades ago, the average American ate only one snack a day - and 40 percent of adults and teens didn't snack at all. Today, nearly everyone snacks, with most of us partaking two or more times a day. With the exception of children under 13 years, we now snack roughly 12 percent more often than we did a decade ago.

Snacks Defined

There's no formal definition of snacking, but most of us would agree that a snack is something we eat before, between or after meals. Snacks can happen any time - early in the morning, between breakfast and lunch, in the mid or late afternoon, in the evening after dinner or even right before bedtime. Whenever you like to snack, in the proper portion sizes, snacks of all kinds can fit into a healthy, balanced diet.

When to Snack

A snack can be planned or it can be impulsive, with roughly 55 percent of snacks happening on the spur of the moment. One decisive factor is timing. Scheduled snacks are more likely to take place in the morning and spontaneous snacks are more common in the afternoon and evening.

Why Snack

We snack for lots of different reasons. Often it's to satisfy a craving, for more energy or to curb hunger between meals. Yet, people also snack for completely different reasons, such as boredom, stress, for a treat or simply for enjoyment. People snack for added nutrition too.

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BUT NO MATTER WHEN SNACKS HAPPEN
THEY COULD PROVIDE BENEFITS.

.....



HERE ARE SOME ROLES SNACKS CAN PLAY IN A HEALTHY LIFESTYLE



Snacks can help provide energy to fuel our body and muscles.

Snacks can deliver nutrients that are low in American's diets, such as potassium, calcium, Vitamin D and fiber.

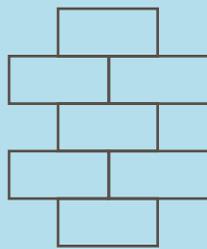
Snacks eaten in combination with smaller meals may help to manage weight.

THINK GRAIN-BASED SNACKS

Getting the right nutrition each day assures our bodies will operate at their peak. Grains contain:



Carbohydrates, the main energy source for our body and muscles.



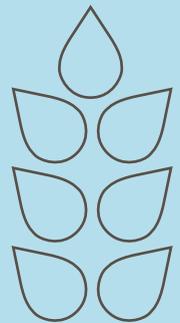
Protein, the building block of all cells.

B vitamins

Fiber

Phytonutrients

Minerals



All are key elements to a healthy diet.

SNACK EVEN SMARTER

Snacking can be a helpful way to boost **nutrition** and satisfy hunger. However, when you're busy it can sometimes be difficult to pay attention to what - and how much - you're eating. **Mindful eating**, or focusing on the tastes, aromas and textures of food, can help you slow down so you're less likely to eat too much too quickly. Plus, you'll be more likely to enjoy your food.



SIZE IT RIGHT

The size, or calorie content of snacks is important for maintaining a healthy body weight. Ideally, snacks should be just large enough to satisfy hunger and small enough to compliment your other meals. However, if snacks become too big, they can provide more calories than you need.

THESE RIGHT-SIZED SNACKS PROVIDE INSTANT PORTION CONTROL:



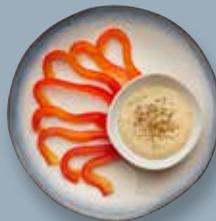
1 Special K® Cranberry Almond Chewy Nut Bar

.....
1 cup unsweetened applesauce
+ 1/4 cup Special K® Low-Fat Granola
.....



1 apple + 2 tablespoons peanut butter

.....
1 Nutri-Grain® Fruit & Oat Harvest Bar
.....



1 sliced red bell pepper
+ 1/4 cup hummus

.....
1 Pringles® Original Single-Serve Tub + guacamole, bean dip, or salsa
.....



1 Kashi® Crunchy Granola and Seed Bars

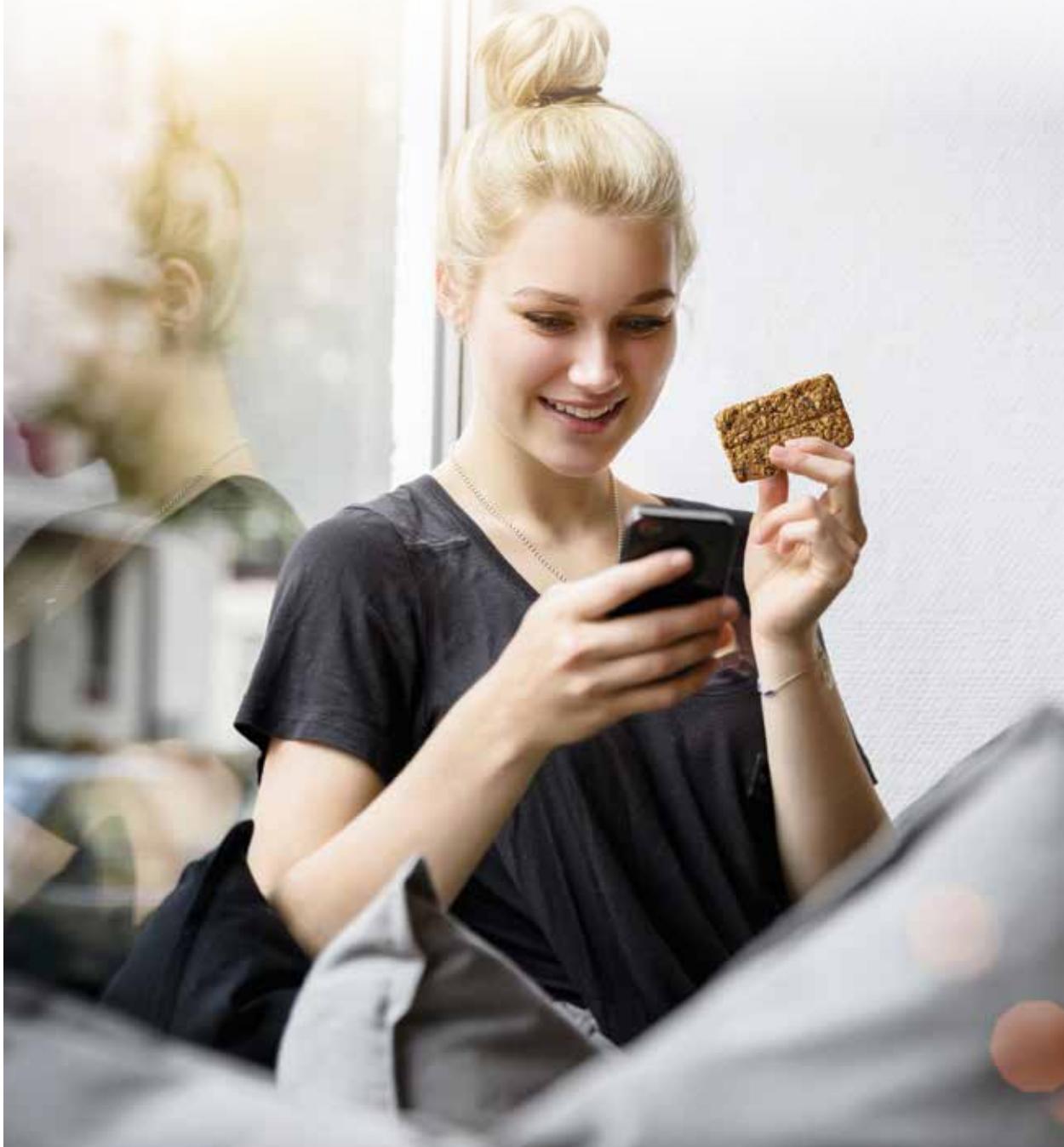
.....
1 single-serve container of low-fat yogurt
+ 1 sliced banana
.....



1 ounce of mixed nuts

BUILD A SMARTER SNACK

It can be helpful to think of snacks as mini meals: The more food groups they contain, the greater their potential nutritional benefits. These are just a few ways to work even more nutrition into your favorite snacks:





Add 1 tablespoon flax or chia seeds to a smoothie

Nutrition bonus! Fiber



Add 1/4 cup strawberries to cereal

Nutrition bonus! Vitamin C



Add 1 ounce sliced lean deli turkey to crackers

Nutrition bonus! Protein



Add 2 tablespoons sunflower seeds to popcorn

Nutrition bonus! Vitamin E



Add 1/4 cup black bean dip to chips

Nutrition bonus! Protein, fiber and potassium



1 DOUBLE DELICIOUS DUNKERS

Total Time: 20 minutes **Prep Time:** 30 minutes **Calories:** 80 **Protein:** 4g **Fiber:** 2g

Don't believe that your kids will clamor for a vegetable snack? Try serving them these crispy-coated, baked vegetables with a pizza sauce dip.

Ingredients

- 1 cup **Kellogg's Corn Flakes**® cereal, **Kellogg's Rice Krispies**® or **Kellogg's Special K**® Original cereal (crushed to ½ cup)
- ¾ cup **Sunshine**® **Cheez-It**® Original crackers (crushed to ⅓ cup)
- 2 tablespoons grated parmesan cheese
- ⅓ teaspoon garlic powder
- ⅓ teaspoon cayenne pepper
- 2 egg whites, slightly beaten
- 2 tablespoons water
- 3½ cups ¼-inch-thick-zucchini slices, cauliflower florets, broccoli florets or combination
- 1 cup pizza sauce

Directions

- In shallow dish stir together **Kellogg's Corn Flakes**® cereal, **Sunshine**® **Cheez-It**® Original crackers, parmesan cheese, garlic powder and cayenne pepper (if desired).
- In another small bowl stir together egg whites and 1 water. Dip zucchini, cauliflower and broccoli into egg mixture. Roll in crumb mixture, gently pressing crumbs onto vegetables. Place on baking sheet coated with nonstick cooking spray. Bake at 400° F for 8 to 10 minutes or until vegetables are crisp-tender.
- Meanwhile, in small microwave-safe bowl heat pizza sauce on high for 30 seconds to 1 minute or until heated through. Serve as dipping sauce with warm vegetables.



2 MANGO MUESLI SNACK CUPS

Total Time: 490 minutes **Prep Time:** 10 minutes **Calories:** 210 **Protein:** 6g **Fiber:** 5g

These creamy snack cups burst with the tangy flavor of mangoes sweetened with a bit of honey and enhanced with lemon juice.

Ingredients

- 2 cups fresh or frozen mango chunks, thawed if frozen (about 2 large mangoes)
- $\frac{2}{3}$ cup low-fat plain yogurt
- 2 tablespoons honey
- 2 tablespoons lemon juice
- $\frac{2}{3}$ cup *Kellogg's® Origins™* Fruit & Nut Muesli Raisin Apricot Cranberry with Pumpkin Seeds
- $1\frac{1}{3}$ cups cut-up fresh fruit (mango, strawberries, papaya, raspberries, banana, peaches, nectarines, plums, blackberries, kiwi fruit and/or blueberries)
- 2 tablespoons slivered almonds, toasted

Directions

1. In food processor bowl combine mango, yogurt, honey and lemon juice. Cover and process until smooth. Transfer to bowl. Stir in *Kellogg's® Origins™* Fruit & Nut Muesli. Spoon into four 8- to 10-ounce glasses or custard cups. Cover and refrigerate for 8 hours to 4 days.
2. Top each glass with fruit and almonds. Serve immediately.

Yield: 2 cups mango mixture plus $1\frac{1}{3}$ cups fruit; 4 servings; (1 serving = $\frac{1}{2}$ cup mango mixture plus $\frac{1}{3}$ cup fruit)



3 DIPPED PEARS

Total Time: 5 minutes **Prep Time:** 5 minutes **Calories:** 160 **Protein:** 5g **Fiber:** 4g

Dip slices of fall fresh pears into a creamy peanut butter dip, then roll them in Kellogg's® Rice Krispies® cereal for a sweet and simple snack.

Ingredients

- 1/3 cup fat free plain yogurt
- 3 tablespoons creamy peanut butter
- 1 tablespoon fat free milk
- 1 1/2 teaspoons sugar
- 1 cup Kellogg's® Rice Krispies® cereal
- 2 medium pears, cored and sliced (16 slices total)

Directions

1. In small bowl whisk together yogurt and peanut butter. Whisk in milk and sugar.
2. Place cereal in small dish.
3. To serve, dip pear pieces into peanut butter mixture, then roll in cereal. Alternatively, chop pears into 1-inch pieces for older children who may enjoy using toothpicks to dip and roll pears on their own.



4 PEANUT BUTTER-BANANA DIP

Total Time: 5 minutes **Prep Time:** 5 minutes **Calories:** 120 **Protein:** 3g **Fiber:** 1g

Dazzle old and young, alike, with this scrumptious dip made from banana, yogurt and peanut butter.

Ingredients

- 1 medium ripe banana, cut into chunks
- 1/3 cup low-fat plain yogurt
- 1/3 cup creamy peanut butter
- 1 tablespoon honey or maple syrup
- 1 teaspoon lemon juice
- 1/4 teaspoon ground cinnamon
- 1 tablespoon coarsely chopped, dry roasted peanuts (optional)
- Keebler® Town House®* Pretzel Thins Oven Baked Crackers Sea Salt

Directions

1. In food processor bowl combine banana, yogurt, peanut butter, honey, lemon juice and cinnamon. Cover and process until smooth. Spoon into serving dish. Garnish with peanuts (if desired).
 2. Immediately serve yogurt mixture with *Keebler® Town House®* Pretzel Thins Oven Baked Crackers.
- Yield: 1 1/4 cups dip; 10 servings; (1 serving = 2 tablespoons dip plus 4 crackers)



5 BROCCOLI-FETA HUMMUS

Total Time: 10 minutes **Prep Time:** 10 minutes **Calories:** 150 **Protein:** 4g **Fiber:** 2g

Give familiar hummus a new spin with feta cheese, roasted red peppers and fresh broccoli.

Ingredients

- 1/2 cup (2 oz.) crumbled feta cheese, divided
- 1/3 cup drained, roasted red pepper strips, divided
- 1 can (15 oz.) no-salt-added garbanzo beans, rinsed and drained
- 1 cup fresh broccoli florets
- 2 tablespoons lemon juice
- 2 tablespoons water
- 1 tablespoon olive oil
- 1/2 teaspoon toasted sesame oil
- 2 cloves garlic, minced
- 1/8 teaspoon salt

Keebler® Town House® Pita Crackers Sea Salt

Directions

1. Reserve 1 tablespoon of the feta cheese and 1 tablespoon of the red peppers. Set aside.
2. In food processor combine the remaining feta cheese, the remaining red peppers, garbanzo beans, broccoli, lemon juice, water, olive oil, sesame oil, garlic and salt. Cover and process until nearly smooth.
3. Spread garbanzo mixture in serving dish. Sprinkle with reserved cheese and red peppers. Serve with **Keebler® Town House®** Pita Crackers Sea Salt.



6

WAFFLE FRUIT BITES

Total Time: 5 minutes **Prep Time:** 5 minutes **Calories:** 70 **Protein:** 1g **Fiber:** 1g

Maple-flavored mini waffles create a base for these fruit-and-yogurt snacks.

Ingredients

- 1 pouch (2.18 oz.) **Kellogg's® Eggo Bites™** Waffle Maple Flavored
- ½ cup sliced fresh fruit (strawberries, banana, pineapple, peaches, nectarines, plums, apples or kiwi fruit)
- 8 teaspoons low-fat strawberry yogurt
- 2 teaspoons finely chopped pecans

Directions

1. Use toaster to prepare **Kellogg's® Eggo Bites™** Waffles according to package directions. Separate into 8 pieces. Arrange on serving plate.
2. Top each waffle with fruit and yogurt. Sprinkle with pecans. Serve immediately.

— *Kellogg's* 
Nutrition
that matters™

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