



Kellogg's All-Bran Challenges Canadians to Think Outside the Cereal Box

Hollywood personal chef duo show fibre-deprived Canadians the secret to giving just about any dish a fibre boost

Toronto, ON – Sept 14, 2010: *Kellogg's All-Bran* in spaghetti sauce, on salads, in burgers, in a fruit crisp – there are a million ways to boost fibre in your meals. To help Canadians take their fibre to new flavor frontiers, *Kellogg's All-Bran* has enlisted the aid of Jewels and Jill Elmore, personal chefs to Hollywood A-listers such as Jennifer Aniston, to showcase the cereal's versatility and encourage Canadians to enter the "One Million Ways to Eat *Kellogg's All-Bran* Recipe Contest".

Jewels and Jill, who have also been personal chefs to power couples like Arnold Schwarzenegger and Maria Shriver, know all too well the importance of a fibre-rich diet and the health and lifestyle benefits it provides.

"Our clients have pretty demanding schedules and really need to eat right to keep up with their hectic lifestyles," says Jewels. "A fibre-rich diet that includes wheat bran is a healthy way to help keep your digestive system in balance/running smoothly and to give you more energy. Research show that most people are not getting enough fibre in their diets – and that goes for celebrities, too."

Any dish can be a delicious, high source of fibre by simply adding *Kellogg's All-Bran* cereal. Just 1/2 cup of *Kellogg's All-Bran Original* or a 1/3 cup of *Kellogg's All-Bran Buds* contains 48% and 44%, respectively, of the daily fibre recommendation which puts *Kellogg's All-Bran* in the "very high source of fibre" category. And better still, *Kellogg's All-Bran* products feature wheat bran – the gold standard of fibres in helping with regularity.

Make it Fibre-licious

"Food can be incredibly healthy, but if it doesn't taste good, we get fired," jokes Jill. "That's why we've found great ways to make healthy food taste delicious and any dish can easily become fibre-licious, too."

To showcase the versatility of **Kellogg's All-Bran**, everyone is invited to enter the "One Million Ways to Eat **Kellogg's All-Bran** Recipe Contest" and share their delicious **Kellogg's All-Bran** recipes and tips at www.all-bran.ca. **Kellogg's All-Bran** will be awarding prizes for winning entries including the Grand Prize of \$10,000 towards a kitchen make-over.

To give Canadians a jump-start on the "One Million Ways to Eat **Kellogg's All-Bran** Recipe Contest", Jewels and Jill are sharing three original recipes: **Kellogg's All-Bran Salmon Cakes with Cucumber Crème Fresh**; **Kellogg's All-Bran Crunchy Coated Chicken Breasts with Ricotta and Crispy Kale Filling** and **Kellogg's All-Bran Peach and Raspberry Crisp**, all available at www.all-bran.ca.

The Original "Super Nutrient"

Many argue that fibre is the original "super nutrient." Scientific evidence has shown a link between eating a high fibre diet and a spectrum of health benefits including: digestive health, maintaining a healthy body weight, reducing the risk of heart disease, managing diabetes, and helping to reduce the risk of some types of cancer.¹ When it comes to overall wellness, maintaining good digestive health is just as important as maintaining a healthy heart and strong bones.

Kellogg's All-Bran ready-to-eat cereals promote good digestive health as they contain wheat bran, an insoluble fibre that can absorb up to 15 times its own weight in water. This speeds up the movement of food through the digestive system and keeps you feeling great, both physically and mentally. In fact, research has shown that boosting fibre intake improves mood and feelings of well-being.

Fibre consumption among Canadians is falling dramatically short of dietary recommendations, with both children and adults averaging only about half of recommended levels.² Women aged 19 to 50 should get 25 grams of fibre every day, while men should aim for 38 grams each day.

Tips for an All-Bran New You

"Food is part of the solution to healthy living," says Jewels. "If cooking isn't your thing, look for simple ways to add **Kellogg's All-Bran** to your diet. Sprinkle **Kellogg's All-Bran Buds** on your yogurt or your salad, or alleviate a little guilt by sprinkling them on your ice cream. The mixing possibilities are endless."

1. **Drink Water** – Fibre works best when it's accompanied by fluids like water. In fact, insoluble fibre needs water to help promote regularity. So drink up!
2. **Become a Cyber Fibre Tracker** – It's easy to get your recommended daily allowance of fibre, but a lot of us still don't measure up. Track your diet and see where you net out at www.all-bran.ca.
3. **Take it slow** – Fibre is your friend but if your relationship is new, introduce fibre slowly to your diet. Your body needs time to adjust to fibre's benefits.
4. **Be active** – To help keep your digestive system running smoothly, aim for 30-60 minutes of physical activity per day.
5. **Read labels** – All fibres are beneficial, but each has different effects on the body. If you're looking to attain a greater sense of vitality, look for products that list whole wheat or wheat bran as the main grain ingredient. According to Health Canada, wheat bran fibre is the best fibre to promote regularity and keeps your digestive system functioning smoothly.

About Kellogg Canada

Founded in 1914, Kellogg Canada is the leading manufacturer of ready-to-eat cereal in Canada. The company's brands include *Special K**, *Vector**, *All-Bran**, *Kellogg's Corn Flakes**, *Kellogg's* Two Scoops* Raisin Bran*, *Eggo**, *Nutri-Grain**, *Rice Krispies**, *Pop-Tarts**, *Kellogg's Frosted Flakes**, and *Froot Loops**. For more information, visit www.kelloggs.ca, and for information on Kellogg Canada's commitment to nutrition, visit www.kelloggsnutrition.ca.

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¹ International Food Information Council. (2008). Fiber Fact Sheet. See www.ific.org.

² Health Canada, Canadian Community Health Survey Cycle 2.2, Nutrition. (2004). Nutrient Intakes from Food. Provincial, Regional and National Summary. Data Tables: Volume 1.