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New York Times Bestselling Author and “Sneaky Chef” Missy Chase Lapine, Partners With Kellogg's All-Bran to Help Canadians Overcome the National Fibre Deficit

MISSISSAUGA, ON (June 28, 2012) – Canada is in the midst of a national fibre deficit and *Kellogg's All-Bran** cereal partners with the New York-based *Sneaky Chef*, Missy Chase Lapine, to do something about it! The average fibre intake among Canadians is approximately half¹ of what it should be. Women aged 19 to 50 should consume 25 grams daily and men the same age should get 38 grams per day². With a proven link between eating a high fibre diet and a myriad of health benefits, Canadian's don't know what they're missing.

To help Canadians boost their fibre consumption, Missy Chase Lapine visits Canada to share cooking solutions to add more fibre to the diet in a delicious way. Lapine, a chef and bestselling author of numerous books is famous for pioneering the technique of sneaking healthy foods into everyone's favourite meals.

“Over 20 million Canadians suffer from some kind of digestive issue. Some of the benefits of a high fibre diet include digestive health, healthy body weight maintenance and a feeling of vitality,” says Lapine. “The challenge is that most people aren't aware that they don't get enough fibre and may not even realize how much better they could feel, if only they upped their intake. *Kellogg's All-Bran* contains wheat bran which can help promote digestive comfort and it's an easy ingredient to add to favourite dishes.”

Up the Flavour, Disguise the Fibre

“My focus is always to put flavour first,” says Lapine. “People will eat food that tastes delicious and contains healthy ingredients. I have three recipes that taste so good you forget all about the healthy fibre. These recipes and more can be found at all-bran.ca.”

The Magnificent Muffin Makeover (4 grams of fibre)

All-Bran Cranberry Apple Bran Muffins: A favourite comfort food – the muffin – gets a fibre make-over. This recipe slims down your traditional muffin without sacrificing flavour. Juicy local cranberries and delicious McIntosh apples take this recipe to the next level. Accented with hints of nutmeg and cinnamon and baked to perfection, these muffins have just 160 delicious calories each, with 4 g of fibre and 4 g of protein.

Easy as one, two, three – Parfait! (11 grams of fibre)

For the mega time pressed try a quick *parfait*. With 11 grams of fibre, this delicious beauty delivers a big fibre boost in an instant. Layer yogurt *All-Bran Buds* and berries for a sweet, crunchy and satisfying fibre fix.

Chicken So Fibre-Licious For Ya! (3 grams of fibre)

All-Bran Crispy Coconut Sesame Chicken with Soy Lime Dipping Sauce dazzles the palate. Dress up the chicken breasts with a crunchy *All-Bran* coating. A quick spin in the food processor changes the cereal, coconut, ginger and seasonings into a bread-crumble like texture. Serve it sliced for dipping in the quick Asian inspired sauce – a delicious blend of mayo, lime juice, soy sauce, a hint of sugar and some sesame seeds.

Peachy Keen for Fibre-full Crumble (11 grams of fibre)

All-Bran Peach Almond Crumble: a sensational mix of local, fresh peaches, rolled oats, almonds, crunchy All-Bran cereal and sweet seasonings that come together in minutes and bake-up hot and fresh in 30 minutes. Delightful with a dollop of vanilla ice cream or frozen yogurt.

Fibre Facts

Fibre can be found in two forms: soluble and insoluble. Both function very differently in the body, and both are needed as part of a healthy diet. Wheat bran, an insoluble fibre, is highly effective in promoting regularity. According to Health Canada³ wheat bran fibre is the “gold standard” for promoting regularity. Natural wheat bran is the primary source of fibre in *Kellogg's All-Bran*.

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

²Institute of Medicine. (2005). Dietary Reference Intakes for Energy, Carbohydrate, Fiber, Fat, Fatty Acids, Cholesterol, Protein and Amino Acids (macronutrients). National Academies Press.

³ Guideline for Planning and Statistical Review of Clinical Laxation Studies for Dietary Fibre, Health Canada, 1994

About Kellogg Canada

Driven to enrich and delight the world through foods and brands that matter, Kellogg Canada is the leading producer of ready-to-eat cereal in Canada. Every day, our well-loved brands nourish families so they can flourish and thrive. These 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**, *Froot Loops** and *Kashi**. To learn more about Kellogg Canada, including our corporate responsibility initiatives and rich heritage, please visit www.kelloggs.ca. For information on our commitment to nutrition, visit www.kelloggsnutrition.ca.

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