



### RAISING THE BAR



If you're looking for fiber—to cut your risk of heart disease, diverticulosis, or constipation—you can't do better than wheat bran.

But until now, only a few foods—mostly cereals—were bursting with it. Now Kellogg has transformed one of those cereals into its new All-Bran Bars.

The bars aren't quite as good as their namesake. A half-cup of Original All-Bran cereal has 10 grams of fiber and only six grams of sugar. In contrast, each All-Bran bar has five grams of fiber and 11 grams of sugar. And although the bars have 10 percent of a day's worth of eight vitamins, you don't get the calcium and protein you'd get from a bowl of cereal with milk.

But for a bar, All-Bran's numbers are impressive.

Most granola or cereal bars have only a gram or two of fiber. Kashi's regular GoLean bars—also made by Kellogg—have six grams of fiber, but each bar also delivers 30 to 35 grams (eight teaspoons) of sugar and nearly 300 calories, thank you very much.

All-Bran Bars have 130 calories. A bonus: they've got only half a gram of saturated fat and no trans fat. And you can choose from equally tasty Brown Sugar Cinnamon or Honey Oat.

Running out the door? Not in the mood for milk? Grab some fiber to go.

Kellogg: (800) 962-1413.

Photos: Nick Waring.

### FACTORY REJECT

"Creamy and delicious and baked in a graham cracker nut crust, our new 6 Carb Original Cheesecake has all of the great taste of our Original Cheesecake with 6 net carbs per slice," gushes



The Cheesecake Factory Web site. "You'll never know the carbs are missing!"

Yes and no. Odds are, your taste buds will pick up the (safe) sugar substitute Splenda. But they won't exactly be unhappy, what with all those "creamy" detectors on your tongue firing Instant Messages at your brain. (Subject line: "hubba-hubba.")

On the other hand, the next time you step on the bathroom scale you may indeed never know that the carbs were missing. Each slice of 6 Carb Original Cheesecake has 610 calories (without the optional whipped cream and strawberries). That's only 20 calories less than you'd get from a slice of the Original Cheesecake. Think of the 6 Carb Original as an 8 oz. untrimmed prime rib for dessert.

And, like any cheesecake, this one will also make an impression on your artery walls. With 29 grams of saturated fat—a 1 1/2-day supply—it's roughly the same impression as six tablespoons of lard.

One thing's for sure: you'll know that something is missing when you leave The Cheesecake Factory—the \$6.50 you spent on a splurge that pretends to be a diet food.

The Cheesecake Factory: (818) 871-3000.

**TIP**  
OF THE MONTH

**Already carved your pumpkin? Spread the (washed) seeds on a cookie sheet and dust with cooking spray. Sprinkle with garlic powder, pepper, and Cajun seasoning. Bake at 350° for 5-10 minutes or until browned.**

### About CSPI, publisher of Nutrition Action Healthletter



The Center for Science in the Public Interest (CSPI), founded in 1971, is an independent nonprofit consumer health group. CSPI advocates honest food labeling and advertising, safer and more nutritious foods, and pro-health alcohol policies. CSPI's work is supported by Nutrition Action Healthletter subscribers and foundation grants. CSPI accepts no government or industry funding. Nutrition Action Healthletter, which has been published since 1974, accepts no advertising.

### Nutrition Action Healthletter

CENTER FOR SCIENCE IN THE PUBLIC INTEREST  
Suite 300, 1875 Connecticut Avenue, N.W.  
Washington, DC 20009-5728

PRINTED ON RECYCLED PAPER