Better Attention
A clinical study showed kids who ate a filling breakfast of KELLOGG'S FROSTED MINI-WHEATS® cereal had 11% better attention compared to kids who missed out on breakfast.

Better Quality of Memory
A clinical study showed kids who ate a filling breakfast of KELLOGG'S FROSTED MINI-WHEATS® cereal had 23% better quality of memory when compared to kids who missed out on breakfast.