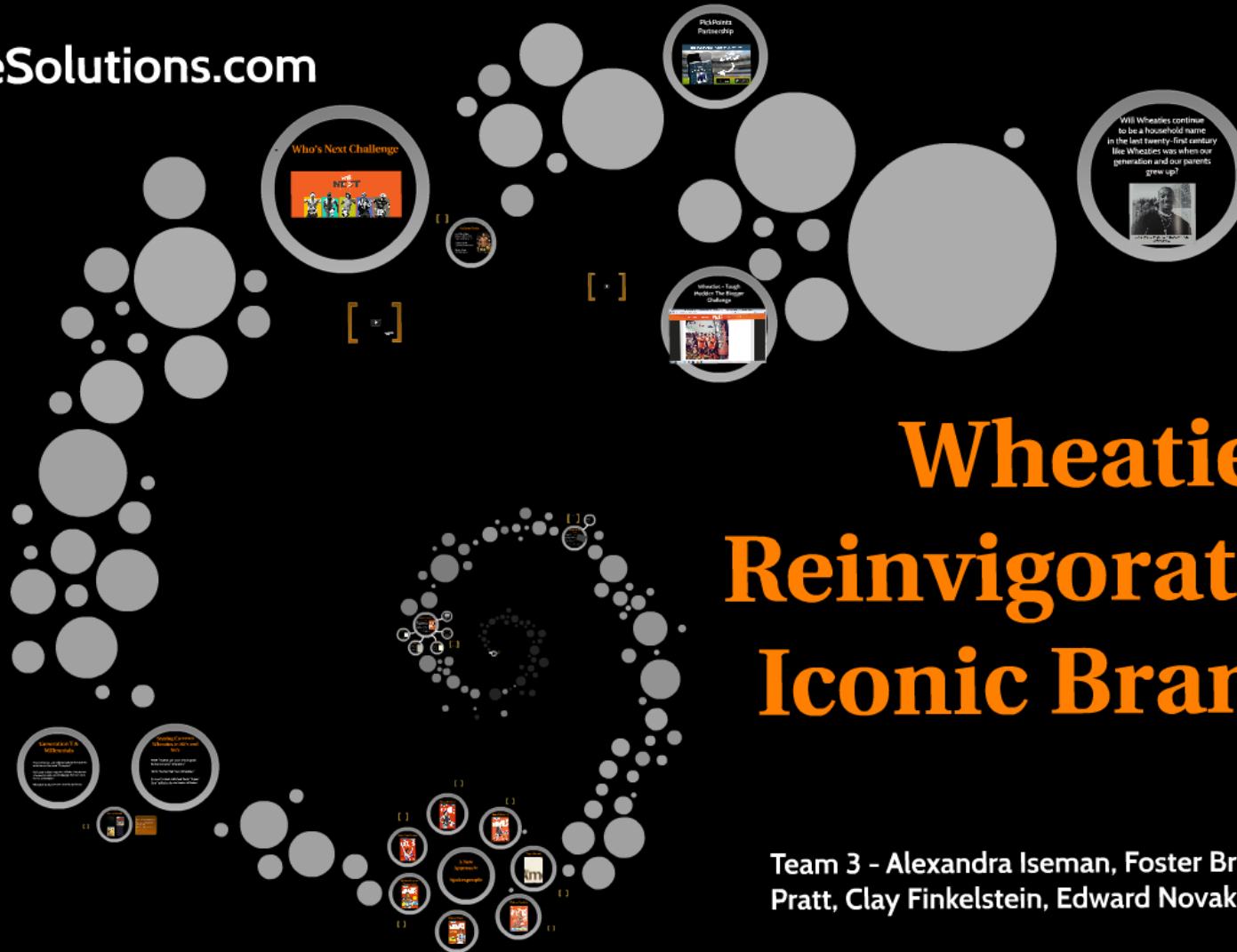


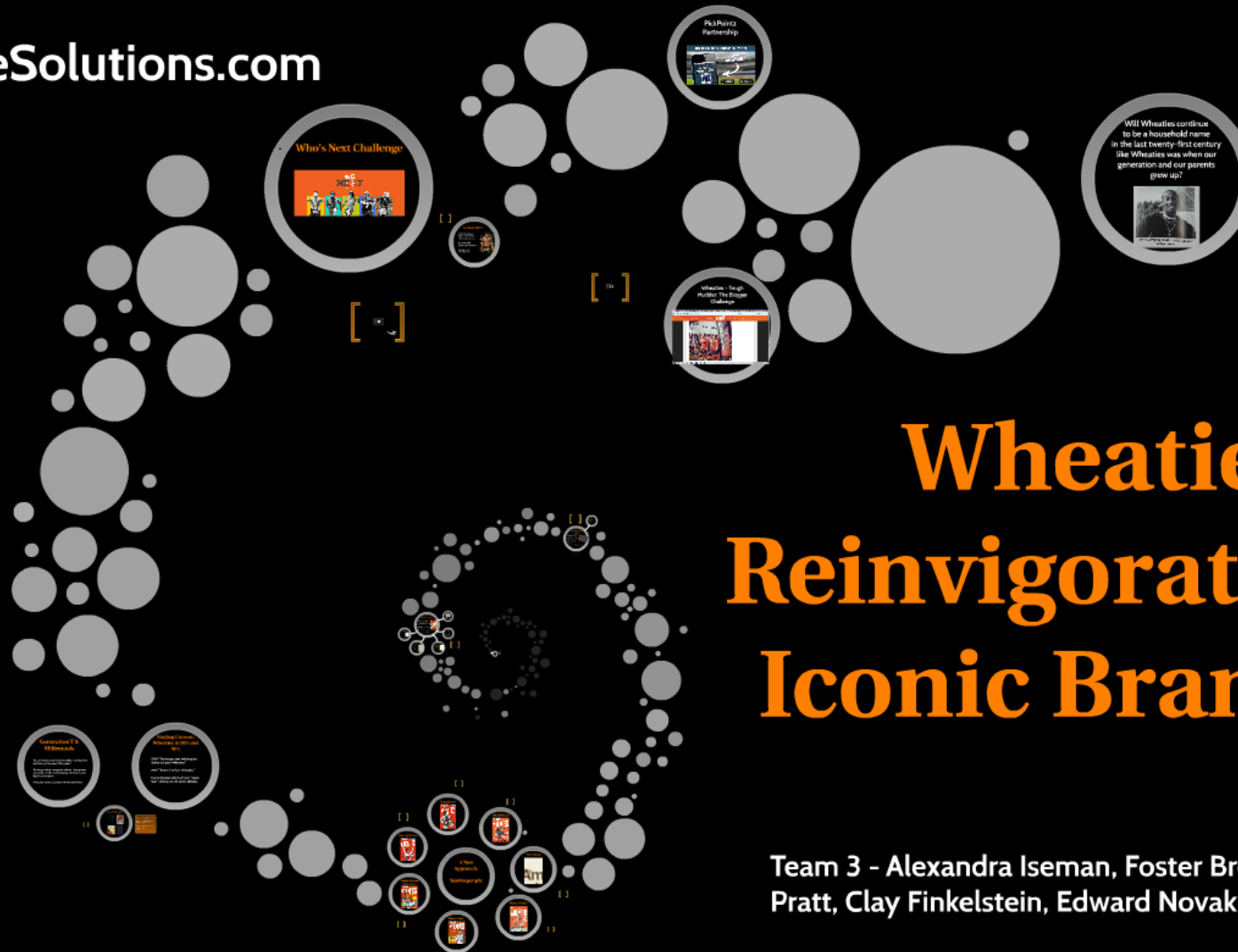
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Wheaties: Reinvigorating an Iconic Brand (B)

Team 3 - Alexandra Iseman, Foster Brooks, Jon Pratt, Clay Finkelstein, Edward Novak

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Building an Icon: The **Orange** Box

Over the last 90 years Wheaties cereal breakfast has become a true American icon. "Breakfast of Champions" has become synonymous with celebrity athletes, sports greatness & success.

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Nutrition



General Mills With **Whole Grain** First Ingredient

WHEATIES
THE BREAKFAST OF CHAMPIONS®

ENERGY FROM 100% WHOLE WHEAT FLAKES*

TOASTED WHOLE WHEAT FLAKES

Nutrition Facts

Serving Size ½ cup (27g)
Servings Per Container about 16

| Amount Per Serving | Wheaties | with 1% cup skim milk |
|-------------------------------|------------|------------------------|
| Calories | 100 | 140 |
| Calories from Fat | 5 | 5 |
| | | |
| | | % Daily Value** |
| Total Fat 0.5g* | 1% | 1% |
| Saturated Fat 0g | 0% | 0% |
| Trans Fat 0g | | |
| Polyunsaturated Fat 0g | | |
| Monounsaturated Fat 0g | | |
| Cholesterol 0mg | 0% | 1% |
| Sodium 190mg | 8% | 11% |
| Potassium 90mg | 3% | 8% |
| Total Carbohydrate 22g | 8% | 10% |
| Dietary Fiber 3g | 12% | 12% |
| Sugars 4g | | |
| Other Carbohydrate 16g | | |
| Protein 2g | | |

| | | |
|-------------------------|-----|-----|
| Vitamin A | 10% | 15% |
| Vitamin C | 10% | 10% |
| Calcium | 2% | 15% |
| Iron | 45% | 45% |
| Vitamin D | 10% | 25% |
| Thiamin | 50% | 50% |
| Riboflavin | 50% | 60% |
| Niacin | 50% | 50% |
| Vitamin B ₆ | 50% | 50% |
| Folic Acid | 50% | 50% |
| Vitamin B ₁₂ | 50% | 60% |
| Phosphorus | 8% | 20% |
| Magnesium | 6% | 10% |
| Zinc | 50% | 50% |

* Amount in cereal. A serving of cereal plus skim milk provides 0.5g total fat, less than 5mg cholesterol, 250mg sodium, 290mg potassium, 21g total carbohydrate (19g sugars), and 1g protein.

** Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

| | Calories | 2,000 | 2,500 |
|--------------------|-----------|---------|---------|
| Total Fat | Less than | 55g | 65g |
| Sat Fat | Less than | 20g | 25g |
| Cholesterol | Less than | 300mg | 300mg |
| Sodium | Less than | 2,400mg | 2,400mg |
| Potassium | | 3,500mg | 3,500mg |
| Total Carbohydrate | | 300g | 375g |
| Dietary Fiber | | 25g | 30g |

Ingredients: Whole Grain Wheat, Sugar, Salt, Corn Syrup, Trisodium Phosphate, BHT Added to Preserve Freshness.

Vitamins and Minerals: Calcium Carbonate, Zinc and Iron (mineral nutrients), A B Vitamin (niacinamide), Vitamin C (sodium ascorbate), Vitamin B₆ (pyridoxine hydrochloride), Vitamin B₂ (riboflavin), Vitamin B₁ (thiamin mononitrate), Vitamin A (palmitate), A B Vitamin (folic acid), Vitamin B₁₂, Vitamin D₃.

CONTAINS WHEAT; MAY CONTAIN ALMOND INGREDIENTS.


DISTRIBUTED BY GENERAL MILLS SALES, INC., MINNEAPOLIS, MN 55440 USA

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Exchange: 1½ Starch
Exchange calculations based on Choose Your Foods: Exchange Lists for Diabetes ©2008 The American Dietetic Association, the American Diabetes Association.

This package is sold by weight, not by volume. You can be assured of proper weight even though some settling of contents normally occurs during shipment and handling.

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22g Whole Grain First Ingredient

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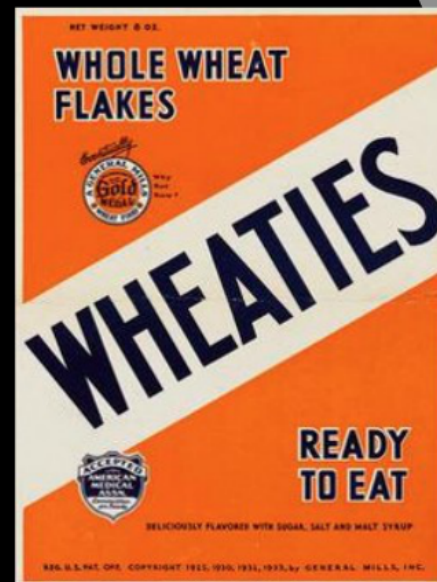
Humble Beginings

Wheaties cereal was created by mistake in 1921 in Minneapolis

It was owned by Washburn's Crosby Company later known as General Mills

Originally it was called "Washburn's Gold Medal Whole Wheat Flakes"

1923 changed name to "Wheaties"



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Rooted in Baseball

In 1930's Wheaties partnership with professional baseball began

Baseball was the most popular sport at the time

46 of the 51 players selected for 1939 All-Star game endorsed Wheaties



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The First Endorsement

The first "athlete" on the box was not an actual player

Jack Armstrong was a fictional character known as the "All American Boy"

Jack's fictional Adventures in basketball became nationally well known in the 1930's



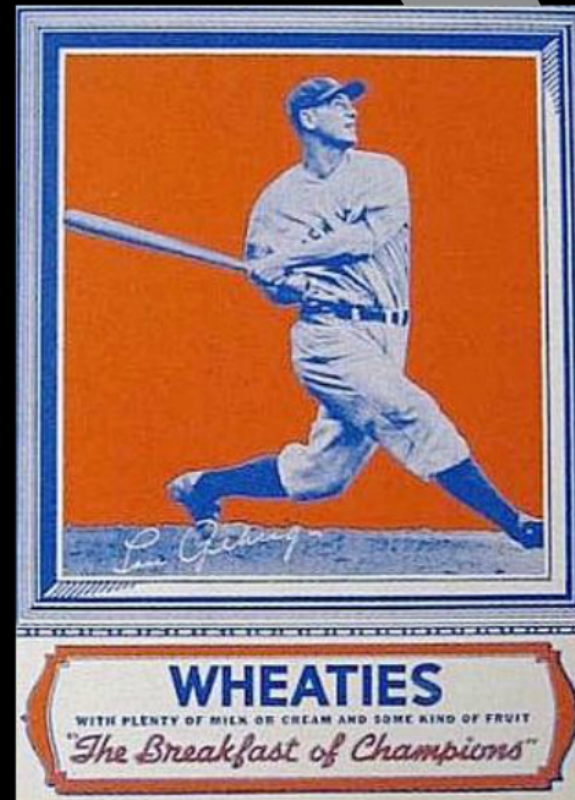
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First Athlete on the Box

Lou Gehrig was 1st Athlete
on the box in 1934

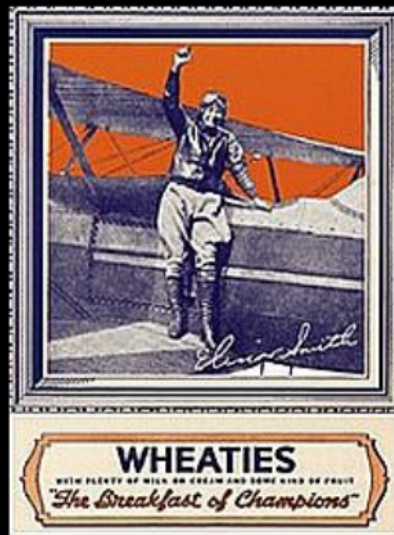
Played 17 seasons for NY
Yankees

This was the year he won
the Triple Crown



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First of Many



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