

Product Name	Rice Krispies made with Whole Grain Brown Rice
Flavor Descriptor	Rice
NIJ Description	SSB
Brand	KELLOGGS



Date Created	04/23/14
NIJ #	09526
Kosher Status	K
Product of	U.S.A.

USDA Ounce Equivalents of Grain per Serving	1
USDA Ounce Equivalents of Meat/Meal Alternative	
Diet Exchange	Carbohydrates 1 1/2
Whole Grains (g/serving)	26

Ingredients:

INGREDIENTS: WHOLE GRAIN BROWN RICE, SUGAR, CONTAINS 2% OR LESS OF SALT.

VITAMINS AND MINERALS: IRON, VITAMIN C (ASCORBIC ACID), VITAMIN E (ALPHA TOCOPHEROL ACETATE), NIACINAMIDE, VITAMIN A PALMITATE, VITAMIN B6 (PYRIDOXINE HYDROCHLORIDE), VITAMIN B2 (RIBOFLAVIN), VITAMIN B1 (THIAMIN HYDROCHLORIDE), FOLIC ACID, VITAMIN D, VITAMIN B12.

Serving Size	1 Container		
Serving Size g	28		
Serving Size oz			
Amount Per Serving	Cereal		
Calories	100		
Calories from Fat	5		
		% Daily Value*	% Daily Value*
Total Fat	0.5 g	1 %	g
Saturated Fat	0 g	0 %	g
Trans Fat	0 g		g
Polysaturated Fat	g		g
Monounsaturated Fat	g		g
Cholesterol	0 mg	0 %	mg
Sodium	170 mg	7 %	mg
Potassium	mg		mg
Total Carbohydrate	23 g	8 %	g
Dietary Fiber	<1 g	3 %	g
Soluble Fiber	g		g
Insoluble Fiber	g		g
Sugars	1 g		g
Sugar Alcohol	g		g
Other Carbohydrate	g		g
Protein	2 g		g
Vitamin A	20 %		%
Vitamin C	20 %		%
Calcium	0 %		%
Iron	45 %		%
Vitamin D	10 %		%
Vitamin E	20 %		%
Vitamin K	%		%
Thiamin	20 %		%
Riboflavin	20 %		%
Niacin	20 %		%
Vitamin B6	20 %		%
Folic Acid	45 %		%
Vitamin B12	20 %		%
Biotin	%		%
Pantothenic Acid	%		%
Phosphorus	%		%
Iodine	%		%
Magnesium	%		%
Zinc	%		%
Selenium	%		%
Copper	%		%
Manganese	%		%
Chromium	%		%
Molybdenum	%		%

ALLERGEN INFORMATION:

Other Required Statements:

Either WG stamp or gram callout must be on PDP due to name on product.

*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 65g	80g
Sat. Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	2,400mg	2,400mg
Potassium	3,500mg	3,500mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g
Protein	50g	65g

Print value if "Y"	
Total Fat	Y
Sat. Fat	Y
Cholesterol	Y
Sodium	Y
Potassium	Y
Total Carbohydrate	Y
Dietary Fiber	Y
Protein	Y

Julia M. Jursinic, MS
Sr. Director, Nutrition Labeling & Regulatory Compliance
Kellogg Company

Nutrient Contents Per 100g	
Calories	371
Calories from fat	21
Total Fat	2.3 g
Saturated Fat	0.5 g
Monounsaturated Fat	0.8 g
Polysaturated Fat	0.8 g
Trans Fat	0.0 g
Cholesterol	0 mg
Sodium	614 mg
Potassium	280 mg
Total Carbohydrate	82.4 g
Dietary Fiber	2.7 g
Soluble Fiber	0.0 g
Insoluble Fiber	2.7 g
Sugars	3.7 g
Sugar Alcohols	NA g
Protein	7.8 g

Vitamin A	4167 IU
Vitamin C	50 mg
Calcium	9.5 mg
Iron	30.0 mg
Vitamin D	200 IU
Vitamin E	25 IU
Thiamin	1.25 mg
Riboflavin	1.42 mg
Niacin	16.7 mg
Vitamin B6	1.67 mg
Folic Acid	667 mcg
Vitamin B12	5.0 mcg
Pantothenic Acid	NA mg
Phosphorus	292 mg
Magnesium	149 mg
Zinc	2.1 mg
Copper	NA mg
Manganese	NA mg
Selenium	NA mcg
Moisture	3.6 %
Ash	3.9 %

GTIN/UPC Code	Type of Package	Net Weight	Servings Per Container
00038000787896	Case		96
00038009926327	Carton	1oz (28g)	1