

OMB Control No: 0910-0497

Expiration Date: 11/30/2023

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Send comments regarding this burden estimate or any other aspects of this collection of information, including suggestions for reducing burden to PRASStaff@fda.hhs.gov.

Appendix VI: Stimuli to Be Shown to Participants: Visual Images of Cereal Food Products



PUFFED FLAKES

Breakfast Cereal

Nutrition Facts

About 18 servings per container
Serving size 1 cup (36g)

Amount per serving
Calories 130

	% Daily Value*
Total Fat 0.5g	1%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 45mg	2%
Total Carbohydrate 32g	12%
Dietary Fiber 2g	7%
Total Sugars 18g	
Includes 18g Added Sugars	36%
Protein 2g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0.6mg	2%
Potassium 70mg	0%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: WHOLE GRAIN WHEAT, SUGAR, GLUCOSE SYRUP, HONEY, CONTAINS 2% OR LESS OF PALM OIL, FRUIT JUICE FOR COLOR, SALT, CANOLA LECITHIN, MIXED TOCOPHEROLS (VITAMIN E) FOR FRESHNESS.

CONTAINS WHEAT INGREDIENTS.



**Great flavor
in every bite!**

WHEAT SQUARES

Breakfast Cereal



Nutrition Facts

About 8 servings per container

Serving size 1 1/3 cup (60g)

Amount per serving

Calories 210

% Daily Value*

Total Fat 1.5g	2%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 49g	18%
Dietary Fiber 8g	29%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 7g	
Vitamin D 0mcg	0%
Calcium 20mg	0%
Iron 2mg	10%
Potassium 250mg	6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



Ingredients: Whole Grain Wheat. BHT added to preserve freshness.
CONTAINS WHEAT

Mornin'
M CORN
CRUNCH

Breakfast
Cereal

Farmers'
Favorite

Nutrition Facts

About 12 servings per container
Serving size 1 1/2 cup (42g)

Amount per serving
Calories 150

	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 300mg	13%
Total Carbohydrate 36g	13%
Dietary Fiber 1g	5%
Total Sugars 4g	
Includes 4g Added Sugars	8%
Protein 3g	
Vitamin D 3mcg	15%
Calcium 0mg	0%
Iron 12mg	60%
Potassium 60mg	0%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: MILLED CORN, SUGAR, MALT FLAVOR, CONTAINS 2% OR LESS OF SALT.

VITAMINS AND MINERALS: IRON (FERRIC PHOSPHATE) NIACINAMIDE, VITAMIN B₆ (PYRIDOXINE HYDROCHLORIDE), VITAMIN B₂ (RIBOFLAVIN), VITAMIN B₁ (THIAMIN HYDROCHLORIDE), FOLIC ACID, VITAMIN D₃, VITAMIN B₁₂.

CONTAINS WHEAT INGREDIENTS.



MORNING Flakes

KETO PROTEIN
BREAKFAST CEREAL

CINNAMON

Nutrition Facts

About 8 servings per container

Serving size 1/2 cup (28g)

Amount per serving
Calories **90**

	% Daily Value*
Total Fat 5g	6%
Saturated Fat 4.5g	23%
Trans Fat 0g	
Cholesterol less than 5mg	1%
Sodium 25mg	1%
Total Carbohydrate 11g	4%
Dietary Fiber 3g	11%
Total Sugars less than 1g	
Includes 0g Added Sugars	0%
Protein 10g	
Vitamin D 0mcg	0%
Calcium 170mg	15%
Iron 0mg	0%
Potassium 0mg	0%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: MILK PROTEIN ISOLATE, ERYTHRITOL, MEDIUM CHAIN TRIGLYCERIDES, INULIN, ALLULOSE SYRUP, CINNAMON, NATURAL FLAVORS, SUNFLOWER LECITHIN, SALT, MONK FRUIT EXTRACT.

CONTAINS: MILK.



Raisins in every spoonful!



Raisin Rising

Breakfast Cereal

Nutrition Facts	
About 11 servings per container	
Serving size	1 cup (59g)
Amount per serving	
Calories	190
% Daily Value*	
Total Fat 1g	1%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 200mg	9%
Total Carbohydrate 47g	17%
Dietary Fiber 7g	26%
Total Sugars 17g	
Includes 9g Added Sugars	18%
Protein 5g	
Vitamin D 0mcg	0%
Calcium 20mg	0%
Iron 1.8mg	10%
Potassium 280mg	6%
<small>* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	

INGREDIENTS: WHOLE GRAIN WHEAT, RAISINS, WHEAT BRAN, SUGAR, BROWN SUGAR SYRUP.
CONTAINS 2% OR LESS OF MALT FLAVOR, SALT
CONTAINS WHEAT INGREDIENTS.

