

# CEREALS WITH A WHOLEGRAIN ADVANTAGE

*NESTLÉ'S HONEY CHEERIOS ARE PROVING POPULAR WITH PARENTS AND CHILDREN ALIKE*



**D**ESPITE being a very new entrant into the South African market, Nestlé's Honey Cheerios has already made a name for itself among local consumers, who voted the product into top spot in its category in this year's Product of the Year South Africa.

Vanessa Adams, category marketing manager at Cereal Partners Worldwide (a joint venture between Nestlé and General Mills), says that despite the range of choice available to consumers in the cereal category, the company launched two new products into the South African cereal market in March 2009: Milo

Cereal and Cheerios.

The company's success prompted the addition of Honey Cheerios to its range last year.

"We believe that our products have points of differentiation, particularly in terms of health and nutrition. Our cereals have the wholegrain advantage, and this is proving particularly popular with increasingly health-conscious parents who want to encourage their children to lead healthy lifestyles.

"In addition, Cheerios is both multigrain and wholegrain," Adams says.

Not that South African youngsters were necessarily thinking of

their health when they took to the new cereals; understandably they were ruled by the taste. "Taste is king for kids. Having a healthy cereal that tastes great helps to make the parents' job a lot easier," Adams says.

She notes that mothers are usually the gatekeepers to the household and winning their support is crucial. "The children's cereal market was fairly flat before our entry, and it has been in a growth phase for the past two years," Adams says.

The cereals are all imported at present, but Nestlé recently started construction on a plant in South Africa and this is expected

to be in production by the middle of 2012. At the same time, a degree of tailoring is required to meet local requirements, such as the fact that the cereals have added vitamins and minerals, and the levels have to meet South African standards to support the manufacturer's claims on its packaging.

"Cheerios is available in many markets around the globe and its taste has achieved popularity across a broad range of consumers. Milo, on the other hand, is available in fewer markets and we made adjustments to achieve the right level of sweetness for South African consumers," Adams says.