

A Tour of the Breakfast Cereal Aisle

Physically and historically



Quote from an unnamed German

“Cereal here is total garbage. It is either like eating sugar or eating air. Where is my muesli?”



Quote from an unnamed German

“Cereal here is total garbage. It is either like eating sugar or eating air. Where is my muesli?”



Why care?

- Over 5000 different brands; 2.7 billion boxes sold annually in the US
- Variety: express yourself
- Who doesn't want a 5 min breakfast for like 50 cents?



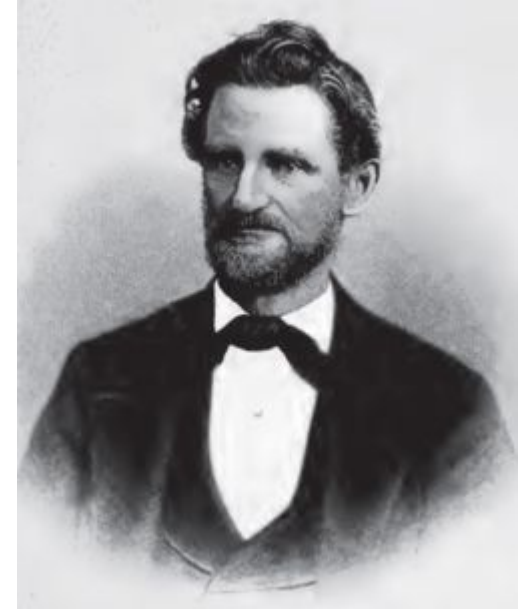
Humble Beginnings

The breakfast landscape of 1854

- Ferdinand Schumacher
 - “The Oatmeal King”
 - Operates a hand oat grinder in his store
 - Feeding horse food to humans! Cheap!
 - Opens his own oat mill
 - Goes on to create German Mills, which later becomes Quaker Oats



Quaker



From oats to granula - 1863

- James Caleb Jackson

- A religious doctor from New York
- Invents granula - dry bran and graham grain nuggets
 - Need to soak in milk overnight
- Not very good....



From oats to ~~granula~~ granola - 1877

- John Harvey Kellogg
 - A religious doctor from Michigan
 - Proponent of the Seventh-Day Adventist Church
 - Founder of the Battle Creek Sanitarium
 - Promote healthy living: vegetarianism, no alcohol, no tobacco, no coffee, no tea, no sex
 - Runs a health resort in Battle Creek Michigan
 - Invents granola
 - Later and by accident, corn flakes for his patients
 - Meant to promote “good living”



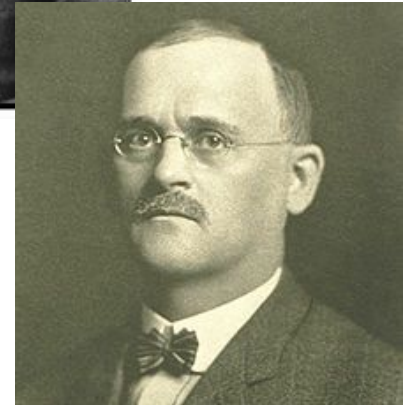
Post vs Kellogg

- Charles Post

- A patient at Battle Creek, loves corn flakes.
 - “Hey John, how do you make these?”
- Starts making and selling his own cereal: Grape-nuts

- William Keith Kellogg

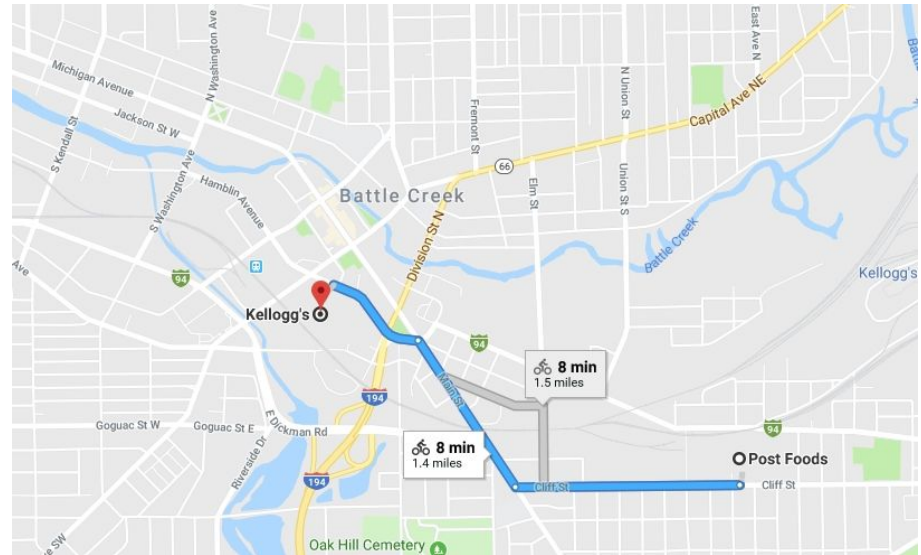
- Upset at his brother, he leaves the sanitarium
- Starts marketing cornflakes to the public as Kellogg’s
- Gets rich; becomes renowned Arabian horse breeder



Battle Creek, Michigan

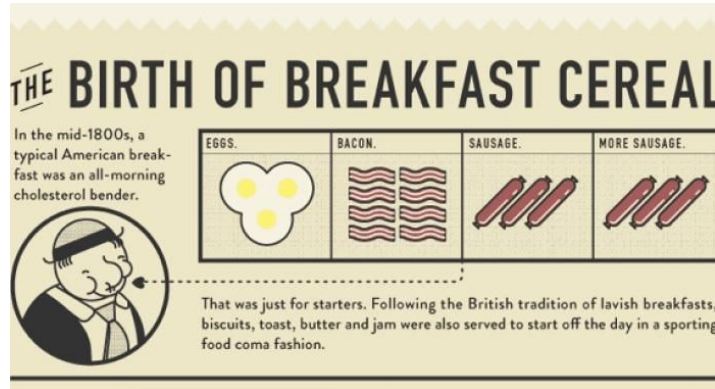
- The Cereal Capital of the World
- Headquarters of Kellogg's and Post (and many other competitors)

Kellogg's



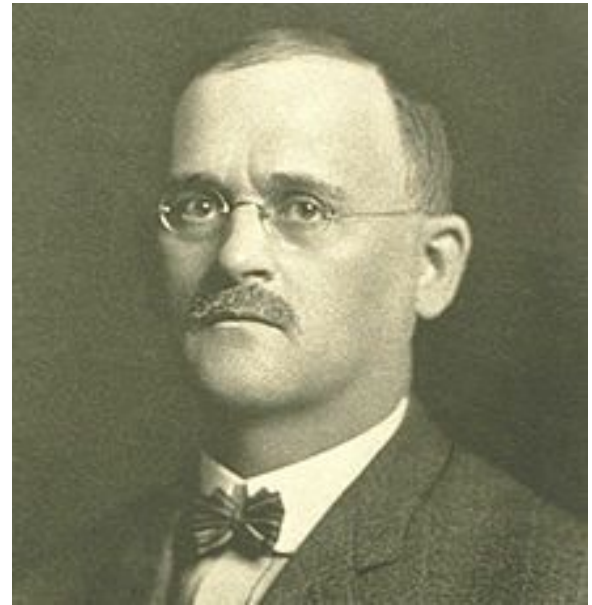
Cereal gets popular

- Cereal was fast to prepare and didn't spoil quickly
 - Less expensive than 1900s bougie breakfast:
 - Sausage, ham, eggs, pancakes, oysters
 - Tastier than 1900s commoner breakfast:
 - Porridge or oatmeal
 - Heavy protein diets for breakfast caused health problems

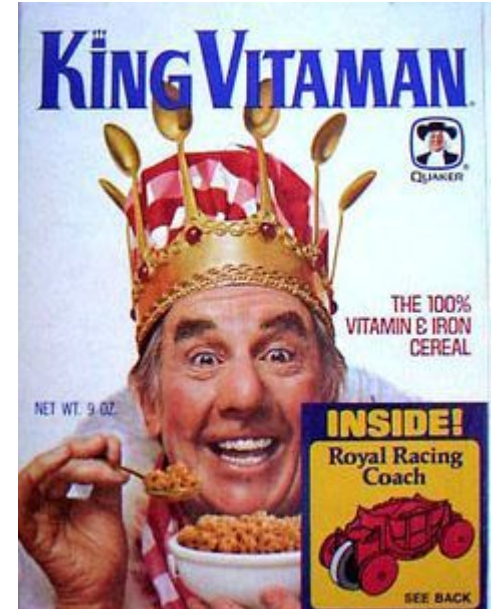
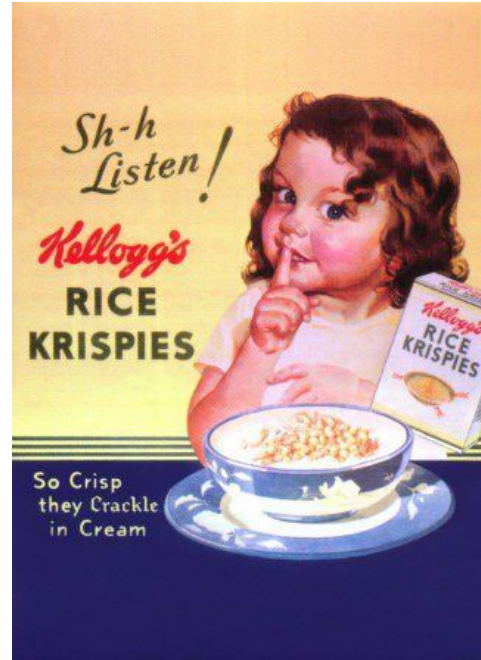


Cereal gets popular

- William Keith Kellogg: marketing king
 - Buys the world's biggest billboard in 1912
 - Adds mail order prizes to cereal boxes
 - Muffin tins, measuring cups
 - Jungleland books
 - WW2 memorabilia

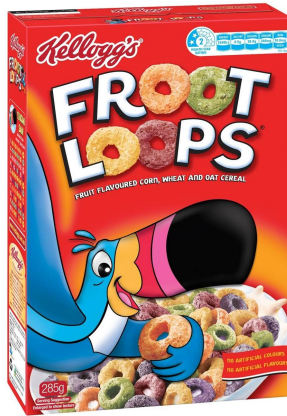
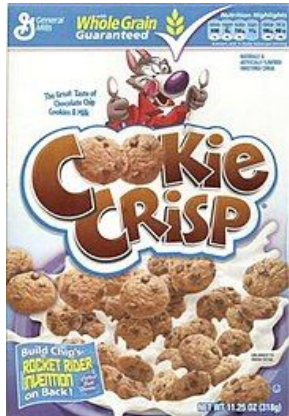
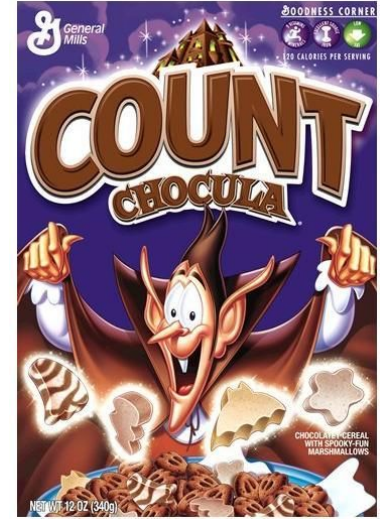


Cereal advertising explodes

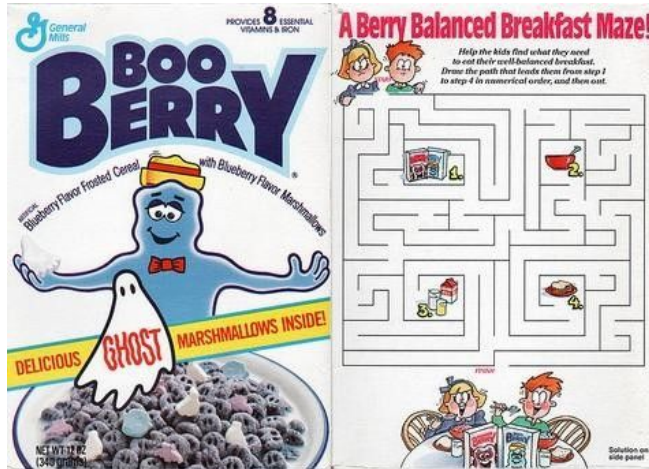


Marketing booms for kids

- Sugary crap and mascots!



Better prizes and games



So. Many. Commercials.

<https://youtu.be/j7SAuD2v0kM?t=2m34s>

CEREAL BOX PSYCHOLOGY

WHY IS CAP'N CRUNCH LOOKING DOWN AT MY CHILD?

ACCORDING TO A STUDY OF 65 TYPES OF CEREAL IN 10 GROCERY STORES...

48"

ADULT CHARACTERS LOOK STRAIGHT AHEAD...

THE AVERAGE ADULT'S CEREAL IS PLACED TWICE AS HIGH AS CHILDREN'S CEREAL.

23"

BUT CHILDREN'S CHARACTERS LOOK DOWN AT A 9.6° ANGLE

EYE CONTACT INCREASES BRAND TRUST BY 16%

Post 2000s

- Due to health backlash, cereal becomes “healthy”
 - Start pitching whole grains and fibre



Varieties of cereals and techniques

Most cereals start in the same way

- Cook a bunch of your favourite grain (corn, wheat, oats, etc)



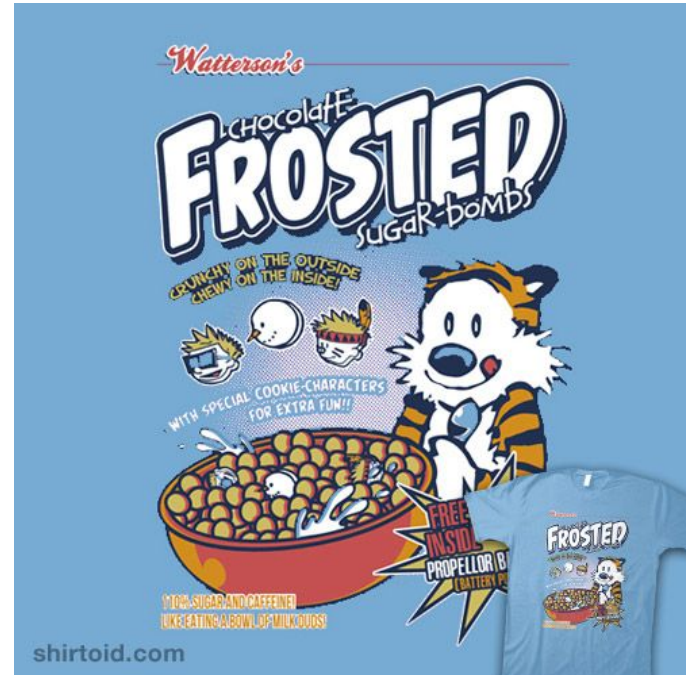
Various shapes and textures

- Oven baked, pressure cooked, boiled



Various flavours and add-ons

- Dried fruit, nuts, sugar, more sugar, etc.



So now that you're sold...
what should you buy?

A good cereal

- Taste (not too sweet)
- Texture
- Complexity
- Combination with milk (residue, effects, sogginess)
- Hand edibility
- Health: can you eat it daily and function?



The definitive* tier list of modern breakfast cereals

*Opinions are extremely biased. Use at your own risk.

Garbage Tier



French toast crunch

- Tastes nothing like the real thing
- Too crunchy, not easy to chew
- Terrible leftover residue



Cookie crisp

- Please just eat a cookie instead....

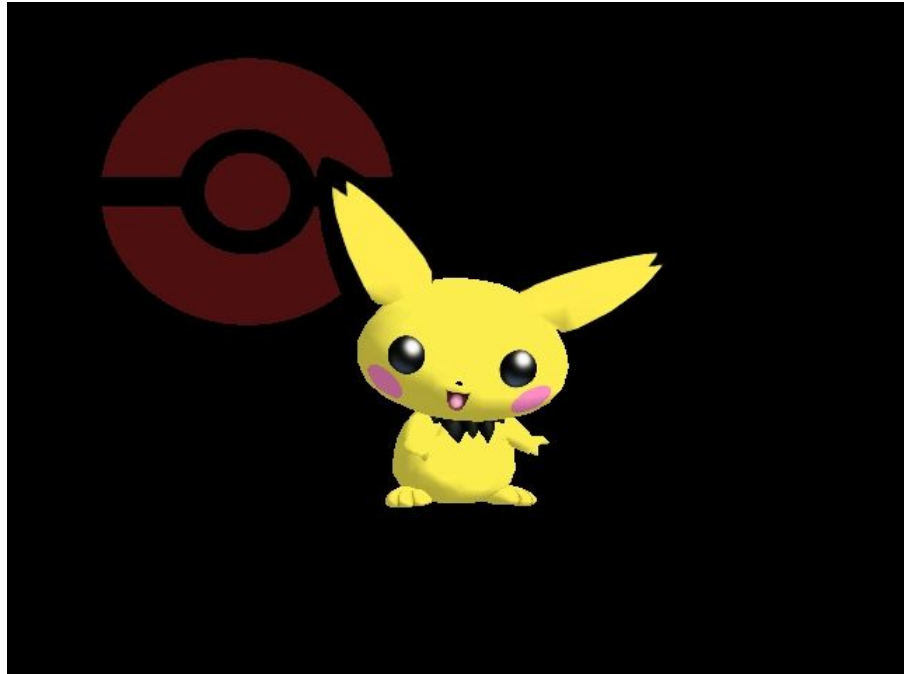


Lucky charms

- The marshmallows are all the flavour
 - But even they suck!
- If run out of marshmallows, game over



Low Tier



Cinnamon toast crunch

- Their claim to fame: “the taste you can see”
- Dominated by cinnamon, floating in the bowl
- Soggy ones are gross



Frosted mini wheats

- Bundles of shredded wheat with half frosting
- Why half???
- Totally doesn't work with milk



Chex mix

- I've never had it, but it originated from a racist cult leader who outlawed watermelon
- Claimed to give mind control powers



Normie Tier



All the super plain and tasteless ones

- Cheerios, corn flakes, alpha bits, rice krispies
- Good for baking...



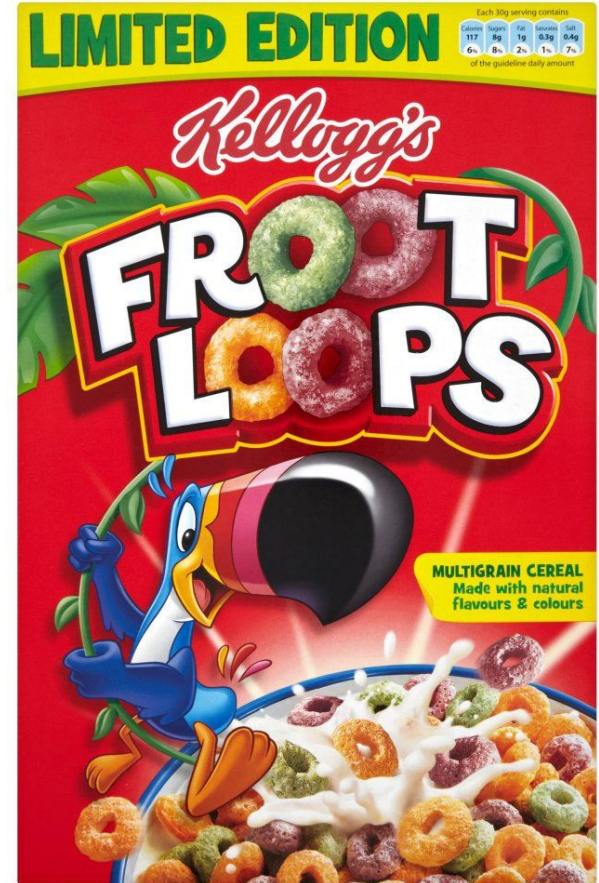
Raisin bran

- Cereal your parents would eat
- Flakes are a just bit too light and bland



Froot loops

- Middle of the road in every way possible
- Note: tastes nothing like fruit



Good Tier



Frosted flakes

- Light and airy, not too sweet
- Best cereal mascot of all time



Special K

- The best crunch and flakes
- Great variety of flavours
- Too expensive for its own good



Honey bunches of oats

- If only the flakes were a bit better....
- Bunch of honey >> sugar



Great Tier



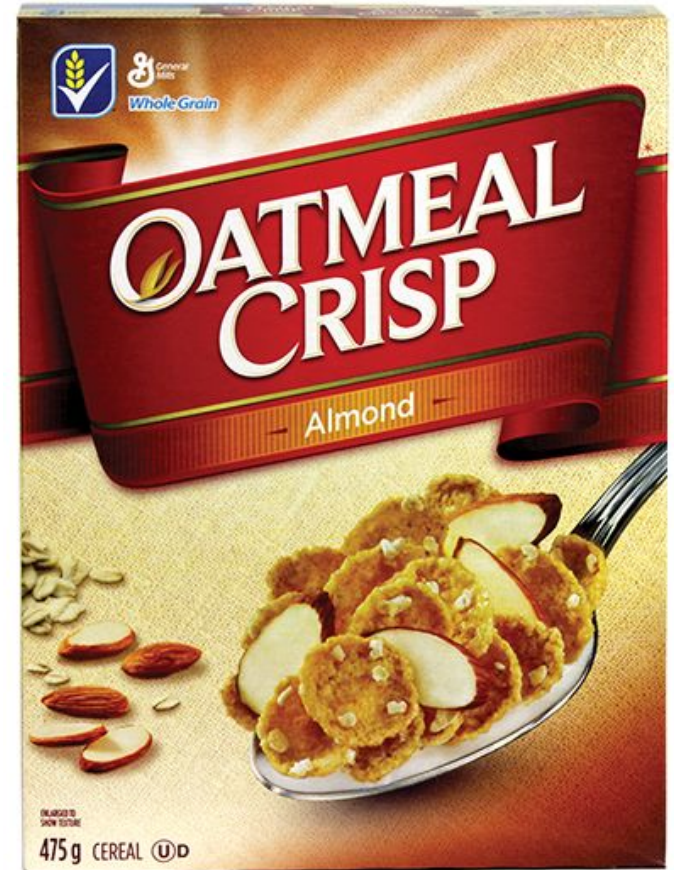
Reese's Puffs

- Half peanut butter, half chocolate
- The taste of Reese's cups without the overwhelming flavour



Oatmeal crisp

- So close to there, all the flavours are great
- Prob the best handheld cereal



GOAT Tier



Honey Nut Cheerios

- Great ring shapes, no spillage, easy to chew
- Lightly sweetened with a touch of honey
- The most purchased cereal annually in the US



Cereal is cool!

Advanced cereal bowl



Cereal popup bar in Vancouver!



Vancouver cheap sangria



Things To Do In Van

Vancouver Is Set To Open Its First-Ever "Cereal Bar"

Saturday Mornings are planning to open up Vancouver's very first "Cereal Cafe".

Cereal popup bar in Vancouver!



Vancouver cheap sangria



Things To Do In Van

Vancouver Is Set To Open I "Cereal Bar"

Saturday Mornings are planning to open up Vancouver

