

# FACTS Index Ranking by combined nutrition quality and marketing exposure

FACTS Index	Company	Brand	Marketing Exposure*	Nutrition Multiplier**
90	Kellogg	Mini-Wheats	45	10
70	Quaker	Life	17	-9
68	General Mills	Chex	11	-18
67	Quaker	Cap'n Crunch	9	-25
58	Post	Honeycomb	33	-16
56	General Mills	Cheerios (excluding Honey Nut)	56	-10
54	Kellogg	Rice and Cocoa Krispies	34	-18
54	General Mills	Cookie Crisp	28	-22
52	Kellogg	Apple Jacks	32	-22
43	Kellogg	Froot Loops	41	-24
40	Kellogg	Corn Pops	40	-26
38	Kellogg	Frosted Flakes	57	-19
38	Post	Fruity and Cocoa Pebbles	47	-24
32	General Mills	Cocoa Puffs	55	-23
32	General Mills	Reese's Puffs	46	-28
19	General Mills	Trix	69	-24
16	General Mills	Honey Nut Cheerios	99	-18
14	General Mills	Cinnamon Toast Crunch	72	-26
0	General Mills	Lucky Charms	87	-26

Best  
↓  
Worst

\*Marketing Exposure is a combined measure of all types of exposure to cereal marketing. The measure ranges from 0 (least) to 100 (most).

\*\*Nutrition Multiplier is a measure of overall nutrition quality derived from the Nutrition Profiling Index score.