

Client: McCann

Nestlé Breakfast Cereals website

Ever wondered where your breakfast cereal comes from?

To the naked eye, it's just a whole grain hoop, a cinnamon square or a crunchy blend of flakes and clusters. But if only you knew how much love has gone into your breakfast cereal...! We know ingredients matter to you, so we make it our business to source and select the best of the best.

Only the greatest of grains

Our experts work closely with farmers and producers, carefully selecting just the right grains to give you the quality and consistency you expect from a Nestlé breakfast cereal. So when you pour your Cheerios, Clusters or Curiously Cinnamons into your breakfast bowl, you know exactly what you're getting: great taste, responsibly-sourced ingredients, and no surprises!

A local touch

Most of our grains are grown within 100km of the factory. (If there's quality on your doorstep, why travel half-way round the world looking for it?!) We love working with our local farmers – and we do our very best to buy direct from them whenever we can. That way we can really get to know each other, and we can keep a close eye on what they're up to make sure you're always getting tip-top quality.

And we've got big plans to build even closer relationships with even more growers in the future: over the next three or four years, we'll be rolling out our successful and popular farmers programmes worldwide. Working with the men and women at the very heart of grain production, we encourage the use of natural farming methods, help them get the best ground and soil quality and make sure they keep on growing more and more of the good stuff to keep your appetites satisfied!

Step by step

And it's not just grain we keep tabs on. We go through not one, not two, but *two/ve* steps when we're sourcing and selecting our ingredients. That way we can identify the exact source of a massive amount of the bits and pieces we need for our cereal production, like palm oil, sugar, paper and cocoa. And we never skimp on quality.

See... there is more to your breakfast cereal than meets the eye!