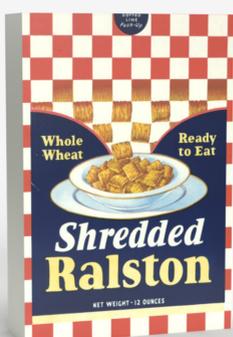


Raise a spoon to the iconic cereals bringing joy to breakfast tables for generations!



WHEATIES was invented in 1921 and originally named Washburn's Whole Wheat Flakes. Officially launched in 1924, this 100-year-old brand continues to pioneer what it means to be a champion, in athletics and by making a difference in the world at large.

1920s WHEATIES



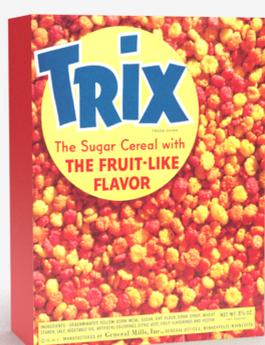
1930s CHEX



CHEX, formerly known as Shredded Ralston, has been a pantry staple since 1933. Currently offered in nine varieties ranging from sweet to gluten-free, Chex can be enjoyed for breakfast, on-the-go or in a homemade Chex Party Mix recipe.

Everyone's favorite tasty O's debuted in 1941 as "Cheerioats." The famous yellow box changed to **CHEERIOS** in 1945. Today, there are over 25 flavors of Cheerios for fans to enjoy.

1940s CHEERIOS

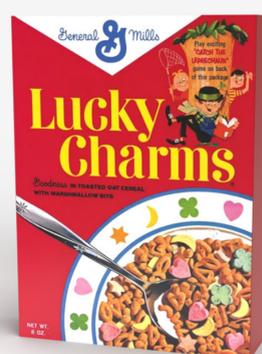


1950s TRIX

It's been 70 years of silliness! In 1954, **TRIX** became the first fruit-flavored cereal on the market with three colorful corn puffs: raspberry red, orange orange, and lemony yellow.

LUCKY CHARMS has brought joy to breakfast tables with charms that unlock magical possibilities since 1964. The first prototype, which was created in 1963, was made with Cheerios cereal pieces and chopped-up pieces of Circus peanuts!

1960s LUCKY CHARMS

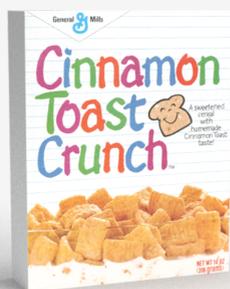


1970s HONEY NUT CHEERIOS

The Cheerios brand saw a golden expansion in 1979 with the introduction of **HONEY NUT CHEERIOS**. The cereal has been the national cereal bestseller since 2009.

Inspired by classic horror film characters, **MONSTER CEREALS** have been a beloved part of fall traditions since 1971. Officially debuting with Count Chocula and Franken Berry, the only chocolate and strawberry-flavored cereals on the market at the time, they were joined by Boo Berry one year later.

1970s MONSTER CEREALS



1980s CINNAMON TOAST CRUNCH

The epicly delicious **CINNAMON TOAST CRUNCH** launched in 1984 with each square blasted with Cinnadust. Chef Wendell, once prominently displayed on boxes as an iconic baker, made way for the absurd Cinnamojis featured on Cinnamon Toast Crunch nowadays.

Crunchy, sweet, chocolate-peanut butter **REESE'S PUFFS** revolutionized breakfast time in 1994. For thirty years, the cereal made with real REESE'S PEANUT BUTTER has been bringing the flavor with collabs between artists, fashion designers, and more.

1990s REESE'S PUFFS



2000s-2020s MINIS & LOADED

In recent years, General Mills has reimagined the cereal classics of the past with **MINIS** — itty, bitty delicious versions of Trix, Cocoa Puffs, Lucky Charms, REESE'S PUFFS, Honey Nut Cheerios and Cinnamon Toast Crunch — and the new **LOADED** cereal — puffed up, crème-filled, luxe versions of Cinnamon Toast Crunch, Trix and Cocoa Puffs.

