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We don't forget your figure. Don't forget ours.

Our figure is less than 240 calories.
That includes the entire Kellogg's® Special K® Breakfast. Remember, a good breakfast is an essential part of any weight-control program: Get back into things starting with the famous Special K Breakfast. 99% fat-free. 100% delicious.

Kellogg's
Special

High-Protein
cereal



The Special K Breakfast
4 oz. orange (or tomato) juice
1 1/4 cups (1 oz.) Special K high-protein cereal
1 teaspoon sugar
4 oz. skim milk
Black coffee or tea
(Less than 240 calories)

Poppy
Cannon's
Meal-a-day
Menus

The Special K Breakfast. Less than 240 calories.

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