

# Sweet vs. Sweetened

THAT'S THE  
DIFFERENCE BETWEEN  
POST® NATURAL RAISIN BRAN  
AND KELLOGG'S®  
RAISIN BRAN.

POST® is loaded with plump,  
juicy raisins that are natu-  
rally sweet through and  
through. Kellogg's® coats

raisins with sugar. Now  
which raisins would you  
rather give your family?



**Post** NATURAL  
RAISIN BRAN

THE SWEETNESS  
IS IN THE RAISINS,  
NOT ON THEM.



GENERAL  
FOODS

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