

Art Department



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life should be filled with joy.
stock up.



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**Nutrition has never
had a tastier disguise.**

Moms know they're made
with 8 grams of whole grain
& are a good source of fiber.
All kids know is they taste great.

***Eggo**...simply delicious™*

Contains 8g total fat per serving. © TM, © 2011 Kellogg NA Co.

Kellogg's
Eggo
Nutri-Grain
made with 8 grams of
Whole Wheat
with added
Whole Grain

The advertisement features a photograph of a family in a kitchen. A mother is in the background, and two children, a girl and a boy, are in the foreground looking excitedly at a toaster. The toaster is popping out two golden-brown waffles. In the bottom right corner, there is a box of Kellogg's Eggo Nutri-Grain waffles, which are described as being made with 8 grams of whole wheat and having added whole grain. The background of the bottom half of the ad is a solid yellow color.

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