



news releases

Fiber One® 90 Calorie Chewy Bars chosen as 2011 Better Homes and Gardens Best New Product Awards winner in survey of over 50,000 consumers

Voted best in the snack bar category

January 25, 2011

Fiber One® 90 Calorie Chewy Bars were chosen as Best Snack Bar in the 2011 Better Homes and Gardens Best New Product Awards, which features winning consumer products in food, household care, and health and beauty categories.

"Fiber One 90 Calorie Chewy Bars offer a simple, gratifying and delicious way to help dieters stay on track with their diet"

More than 50,000 consumers responded to the extensive 2011 BrandSpark International/Better Homes and Gardens American Shopper Study, identifying which products resonated with them most in each category. Products with the highest combined scores on product appeal and repurchase intent among those who had previously purchased the product won the category.

Fiber One 90 Calorie Chewy Bars were introduced in 2010 as a tasty and satisfying snack that can help make it easier for busy consumers to reach their weight management goals. With 20 percent of the Daily Value of fiber, Fiber One 90 Calorie Bars can help dieters feel full and stick to their diet while still enjoying great taste. The bars are available in two varieties, chocolate and chocolate peanut butter.

"Fiber One 90 Calorie Chewy Bars offer a simple, gratifying and delicious way to help dieters stay on track with their diet," said Jim Wilson, marketing manager for Fiber One Chewy Bars. "We are thrilled that consumers picked us as the Snack Bar award winner; it goes to show that consumers are not willing to compromise on great taste when it comes to managing their weight."

Fiber One 90 Calorie Chewy Bars are available nationwide in 5-count boxes at a suggested retail price of \$3.59. Visit www.FiberOne.com for more information about Fiber One 90 Calorie Chewy Bars and other Fiber One products.

For more information about the Better Homes and Gardens Best New Product Award winners, go to www.BestNewProductAwards.com.

About General Mills

One of the world's leading food companies, General Mills operates in more than 100 countries and markets more than 100 consumer brands, including Cheerios, Häagen-Dazs, Nature Valley, Betty Crocker, Pillsbury, Green Giant, Old El Paso, Progresso, Yoplait, Cascadian Farm, Muir Glen, and more. Headquartered in Minneapolis, Minnesota, USA, General Mills had fiscal 2010 global net sales of US\$16 billion, including the company's \$1.2 billion proportionate share of joint venture net sales.

About BrandSpark International

BrandSpark International is an independent market research and brand strategy firm with a strong grasp on consumer segmentation, innovation, new product research and global consumer trends. BrandSpark developed the Best New Product Awards program to be the most credible consumer voted awards program for Consumer Packaged goods. www.BrandSpark.com

About Better Homes and Gardens

Better Homes and Gardens serves and connects women who are passionate about their homes and the lives they create there. BHG inspires her to dream and gives her the confidence to move from dreaming to doing. For more information, please visit www.bhg.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6583102&lang=en>

For more information, contact:

Lisa Tomassen
General Mills
763-293-2761
Lisa.Tomassen@genmills.com

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