SECRET MESSAGE: M

Surreal Times

STAY IN THE LOOP - FOLLOW @EAT_SURREAL

More Protein Than You Can Shake A Spoon At...

The country's leading cerealologists have discovered that Surreal has more protein than you can shake a spoon at. The research, carried out by Oxfork Spooniversity, involved ten volunteers shaking cutlery at various breakfasts. The volunteers managed to shake spoons at breakfasts containing 5, 7 and 10 grams of protein, but it proved impossible to shake a spoon at Surreal's whopping 13 grams of protein. "It's bowled me over," said Dr Jessica Realname. "How can a breakfast be this tasty and yet this proteiny? And how can shaking spoons be an official measurement of something?"

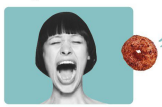
In other news, there are unconfirmed reports that we made this whole thing up.

Sweet Nothings

The Ministry of Eating Stuff were left dumbstruck after their investigation concluded that there's 0g of sugar in a bowl of Surreal. A spokesperson said "This is the best thing to happen to breakfast since bread slices."

Open Wide

The search for Britain's biggest gob is on. The Surreal editors want to know how many hoops it's possible to fit in one mouth. Send your high score to hello@eatsurreal.co.uk



Crunch The Numbers

SURREAL		LEADING COCOA FLAVOURED CEREAL
0g	Sugar	9g
6g	Net carbs	27g
13g	Protein	2g
YES	High fibre	NO
YES	Gluten free	NO

based on 37g serving

HAVE YOU SEEN THIS CAT?

She's not missing, she's just really cute.

Get your pet in the paper - email **hello@eatsurreal.co.uk**

SECRET MESSAGE: N

Is this your birthday?

Best Before End:

5 070000 313801

World's smallest piano

SECRET MESSAGE: O

SECRET MESSAGE: S

Flap

Cocoa

SMALL PRINT

Nutrition Information

6 servings per box

Typical values	Per 100g	Per 37g Serving	% RI*
Energy	1755kJ 418kcal	649kJ 155kcal	8% 8%
Fat	13g	4.81g	7%
of which saturates	1.8g	0.67g	3%
Carbohydrates	31.63g	11.7g	
of which sugars	0.8g	0.3g	0%
of which polyols	14.5g	5.37g	
Fibre	8.7g	3.22g	
Protein	34g	13g	
Salt	1.1g	0.41g	7%

*Reference Intake of an average adult (8400kJ/2000kcal)

Cocoa Flavour Soy Protein Hoops with Sweeteners.

Ingredients: Soya Protein, Pea Protein, Pea Starch, Rapeseed Oil, Sweeteners (Erythritol, Stevia), Cocoa Powder, Inulin, **Soya** Lecithin, Natural Flavouring (Chocolate, Vanilla). For allergens please see **Bold.**

PACKED IN A FACILITY WHICH ALSO HANDLES WHEAT AND NUTS.

Excessive consumption may produce laxative effects. For best before end see base of pack.

Storage: After opening, reclose tightly to keep fresh. Store in a cool, dry place like a cupboard or bank vault.

SECRET MESSAGE: P. KEEP IT HUSH.

Made in the EU.
Drop us a note at **hello@eatsurreal.co.uk** or waft smoke signals towards
UK: 20-22 Wenlock Road, London, N1 7GU.
EU: Surreal, Unit 3 Kylemore Industrial Estate, Killeen Road, D10 TY20, Ireland.

Net carbs per serving

12g Carbs
- 6g Erythritol

= 6g Net carbs

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SECRET MESSAGE: O

Surreally healthy cereal

Cocoa
High Protein Cereal

13g Protein PER SERVING

6g Net carbs PER SERVING

0g Sugar PER SERVING

240g e

SURREAL TM

Flap

Cocoa

- High protein
- Vegan
- Gluten free
- High fibre
- Keto friendly

SECRET MESSAGE: E

This box is very recyclable
This bag can be recycled with shopping bags at larger stores

FSC www.fsc.org MIX Paper from responsible sources FSC® C158964