

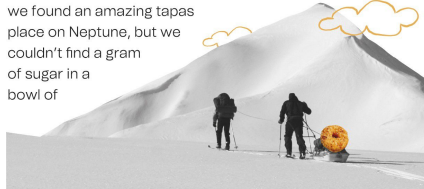
SECRET MESSAGE: L

Surreal Times

STAY IN THE LOOP - FOLLOW @EAT_SURREAL

SUGAR? NOT A GRAM

Spoonologists were shocked to discover that there's not a gram of sugar in a bowl of Surreal. A team of breakfast boffins spent four years searching for little white cubes, to no avail. "We investigated over nine million bowls," said Dr Julia Spoon. "We found water on Mars and we found an amazing tapas place on Neptune, but we couldn't find a gram of sugar in a bowl of



Surreal." The news is made all the more baffling by Surreal's taste. "You might think something with zero grams of sugar per bowl would taste rubbish, but Surreal tastes great. I'm not just saying that because I'm one of their mums," said one of our mums. Thanks for saying that, mum.

Don't Break A Few Eggs

Studies show that while you can't make an omelette without breaking a few eggs, you can make a bowl of cereal. Research shows that a bowl of Surreal has more protein than two eggs - and yet it's completely plant-based. A local vegan was quoted as saying "mmm".



How Flat is Your Head?

Flat enough to balance a bowl of cereal on? Prove it. Send a pic to hello@eatsurreal.co.uk

Crunch The Numbers

SURREAL

LEADING PEANUT BUTTER FLAVOURED CEREAL

0g	Sugar	10g
7g	Net carbs	25g
13g	Protein	2g
YES	High fibre	NO
YES	Gluten free	NO

based on 35g serving

HAVE YOU SEEN THIS DOG?



He's not missing, he's just really cute.

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

Peanut Butter

SMALL PRINT

Nutrition Information

6.5 servings per box

Typical values	Per 100g	Per 35g Serving	% RI*
Energy	1767kJ 425kcal	625kJ 149kcal	7% 7%
Fat of which saturates	13g 1.4g	4.55g 0.49g	7% 2%
Carbohydrates of which sugars of which polyols	33.33g 1.2g 13g	11.66g 0.43g 4.55g	0% 0% 0%
Fibre	8.2g	2.87g	
Protein	36g	13g	
Salt	1.1g	0.39g	6%

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

Peanut Flavour Soy Protein Hoops with Sweeteners.

Ingredients: Soya Protein, Pea Protein, Pea Starch, Refined Oil, Sweeteners (Erythritol, Stevia), Peanut Flour, Inulin, Soya Lecithin, Natural Flavouring (Peanut).

For allergens please see Bold.

PACKED IN A FACILITY WHICH ALSO HANDLES WHEAT AND NUTS.

Excessive consumption may produce laxative effects. For best before and use by date, 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: J. KEEP IT HUSH.

Made in the EU.
Drop us a note at hello@eatsurreal.co.uk or what's app signals towards
UK: 20-22 Wentlock Road, London, N1 7GU.
EU: Surreal, Unit 3 Killymore Industrial Estate, Killymore Road, D10 T220, Ireland.

Net carbs per serving

12g Carbs
- 5g Erythritol

= 7g Net carbs



SECRET MESSAGE: Y

Surreally healthy cereal

Peanut Butter High Protein Cereal



13^g
Protein
PER SERVING

7^g
Net carbs
PER SERVING

0^g
Sugar
PER SERVING

240g e



This box is very recyclable
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shopping bags at larger stores



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SECRET MESSAGE: E

SECRET MESSAGE: L

Flap

Peanut Butter



High
protein



Vegan



Gluten
free



High
fibre



Keto
friendly

TM

Is this your
birthday?

Best Before End:



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smallest
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