

SECRET MESSAGE: A

FREE

MOUSTACHE

WITH EVERY BOX!

INCONSPICUOUS

LIP-FRIENDLY
DESIGN

NOW EVEN BUSHIER!

Remember how kids' cereal used to come with free toys?
Well, we figured we should come with a more grown up
freebie - and nothing says grown up quite like a moustache.
They're smart, fashionable, and perfect for sneaking into top
secret government locations. Party in Area 51, anyone?

Speaking of sneaking, we've snuck a whopping 12 grams of
protein into every bowl of Surreal - and it still tastes fantastic.



Brush up on our numbers

SURREAL

LEADING CINNAMON FLAVOURED CEREAL

0g	Sugar	8g
7g	Net carbs	24g
12g	Protein	2g
YES	High fibre	NO
YES	Gluten free	NO

based on 35g serving

Send us a spoon selfie

How'd you eat yours? Are you
the classic bowl and spoon sort?
Do you add fancy things like berries?
Or do you go rogue and have
them with gravy?

Tag @eat_surreal
in your Insta
breakfast snaps
so we can see.



SECRET MESSAGE: G

Cinnamon

SMALL PRINT

Nutrition Information

6.5 servings per box

Typical values	Per 100g	Per 35g Serving	% RI*
Energy	1720kJ 417kcal	613kJ 146kcal	7% 7%
Fat of which saturates	12.9g 1.3g	4.52g 0.46g	6% 2%
Carbohydrates of which sugars of which polyols	36.84g 0.8g 15.5g	12.9g 0.28g 5.43g	10% 0% 10%
Fibre	9.7g	3.4g	6%
Protein	33g	12g	6%
Salt	0.99g	0.35g	6%

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

Cinnamon Flavour Soy Protein Hoops with Sweeteners

Ingredients: Soya Protein, Pea Protein, Pea Starch, Rapeseed Oil, Sweeteners (Erythritol, Stevia, Inulin, Soya Lecithin, Natural Flavouring (Cinnamon).

For allergens please see label.

PACKED IN A FACILITY WHICH ALSO HANDLES WHEAT AND NUTS.

Excessive consumption may produce laxative effects. For best before and use by date of pack.

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

SECRET MESSAGE: H. KEEP IT HUSH.

Made in the EU.

Drop us a note at hello@eatsurreal.co.uk

or wait smoke signals towards

UK: 20-22 Westock Road, London, N1 7JL.

EU: Surreal, Unit 3 Wyndemere Industrial Estate, Kilsen Road, D10 TY20, Ireland.

Net carbs per serving

13g Carbs
- 6g Erythritol

= 7g Net carbs



SECRET MESSAGE: M

Surreally healthy cereal

Cinnamon High Protein Cereal



12^g
Protein
PER SERVING

7^g
Net carbs
PER SERVING

0^g
Sugar
PER SERVING

240g e



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



MIX
Paper from
responsible sources
FSC® C158964

Flap

Cinnamon



High protein



Vegan



Gluten free



High fibre



Keto friendly

TM

Is this your birthday?

Best Before End:



World's
smallest
plane

SECRET MESSAGE: A