

Bran Flakes Guide

We use bran flakes as a cereal of choice (such as Great Value Bran Flakes from Walmart) because it balances cost, nutrition, and convenience, making it a practical choice. However, you can choose another option. Here are a few swaps and how they differ:



***These options have more nutritional differences but can still be used as a swap! Individual brands can vary.**

FIBER ONE

Higher fiber, slightly lower calorie, very crunchy texture and mildly sweet taste, can be less widely available

CHEERIOS

Lower in fiber with a mild flavor and smoother texture, a versatile, affordable option

SPECIAL K

Lower fiber with a sweeter taste, airier texture and more flavor varieties

CHEX

A light, crispy texture. Fiber varies by flavor, large variety



FROSTED FLAKES

Much sweeter and crunchy, but lower in fiber, quicker digesting



SHREDDED WHEAT

Similar nutrition, different texture



KETO/LOW CARB

May be *higher* in protein (but not usually a high protein food) usually equal amounts of fiber as bran flakes or more; may have artificial sweetener aftertaste depending on brand



'SUGARY'

Childhood faves have a place too! Stand alone or mixed with another choice, quick digesting energy, not as long lasting, lack of fiber



GRANOLA

Typically higher in calories and sugar, some fiber and protein from oats and nuts, crunchy and sweet, often used as a topping rather than a cereal base



PROTEIN

Higher in protein but not necessarily a high protein food/significant source, typically lower fiber than bran flakes, may have large amounts of artificial sweeteners; varies widely by brand

Bran Cereal Fact Sheet

Per 1/2 cup bran flake cereal

Calories	Fat	Protein	Carbs	Fiber	Cost
60	0.5	2	15	3.5	0.11



- One cup (about 39 g) of bran flakes gives **~7 g fiber** (\approx 25% of a standard 25-30g Daily Value) good for digestion, gut health, and can help steady blood sugar.
- Often **iron fortified** (added) which supports healthy red blood cells and oxygen transport. However, wheat bran is naturally high in phytates. These are compounds in the wheat bran that bind minerals like iron and reduce absorption by roughly 50–75%. This isn't usually a major concern if you eat a balanced diet, and absorption can be improved by pairing the cereal with vitamin C-rich foods (like fruit or juice).
- Many bran-flake cereals are **fortified with B vitamins** (like thiamin, niacin), folate, and sometimes other vitamins/minerals – helping your body convert food into energy, support nervous system health, and maintain general cell function.
- Provides an easy, accessible, no cook carbohydrate base for a meal.
- They can provide a satisfying crunch and texture to things like smoothies or yogurt while providing a energizing source of carbohydrates.