

Kellogg's	Intersection	Meijer's
<ul style="list-style-type: none"> • A brand name • More expensive • Has a slogan • recognizable mascot • The box is bigger • The box has richer, darker colors • The box is less cluttered • There is a theme song associated with this brand • More fiber • Contains salt • Sold at many stores • Thicker flakes • Darker color • Sweeter • Crunchier • More glaze on flakes 	<ul style="list-style-type: none"> • Crunchy • Sugary • Cooked • Games on both boxes • Both have animal mascots • Same calorie content • Similar ingredients • Same amount of sodium • Same amount of carbohydrates • Same amount of protein • Boxes are both blue • Tastes similar 	<ul style="list-style-type: none"> • Generic brand • Costs less • Contains more vitamins • More fat content • Contains saturated fat • Sold only at Meijer's stores • Thinner box • Mascot is not commonly known • Thinner flakes • Lighter color • Less glaze

Compare/Contrast Essay

Venn Diagram 2006

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