

## Calculated cost for Flaked Biscuit cereal based on current serving size recommendation (2 biscuits)

- Current cost per serve for a flaked biscuit cereal, extrapolated to deliver the current FSANZ plant sterol amount per serving size (19g/kg) would mean 3.5 times the amount of cereal (7 biscuits) to deliver 2g of plant sterols. And thereby, estimated to be 3.5 times the cost (not including the cost of the plant sterol ingredient)
- The cost of flaked biscuits to consumers would change from:
  - Daily = 13c to 46c per day
  - Weekly = 91c to \$3.19 per week
  - Annually = \$47.32 to \$165.62 per year



Flaked Biscuits Product Comparison - What would it cost over time ?									
Source: Cereals = ACNielsen Scan Sales Data 2015									
PRODUCT	Quantity		Price		Cost over Time				
	Recommended Serving Size	Serves per Pack	\$/Pack Size	\$/Serve	\$cost / Day	\$cost / Week	\$cost / 4 weeks	\$cost / Year	
	what's eaten for benefit	how long it lasts	total \$ outlay	\$cost each time eaten	Assume eating 1 serve to deliver active ingredient per day				
Weet-Bix REGULAR Product									
Weet-Bix Regular (575g)	2 flaked biscuits = 30g	36	\$4.59	\$ 0.13	\$ 0.13	\$ 0.91	\$ 3.64	\$ 47.32	
Estimated Weet-Bix REGULAR to deliver current phytosterol regulation levels per serve of cereal (no more than 19 g/kg )					Estimated Cost for 2g Phytosterol based on current FSANZ Regulation				
					\$cost / Day	\$cost / Week	\$cost / 4 weeks	\$cost / Year	
Assume same weight per serve of original cereal product	7 flaked biscuits = 210g	2.7	n/a	n/a	Assume eating 1 serve to deliver active ingredient per day				
					\$ 0.46	\$ 3.19	\$ 12.74	\$ 165.62	