



NEW

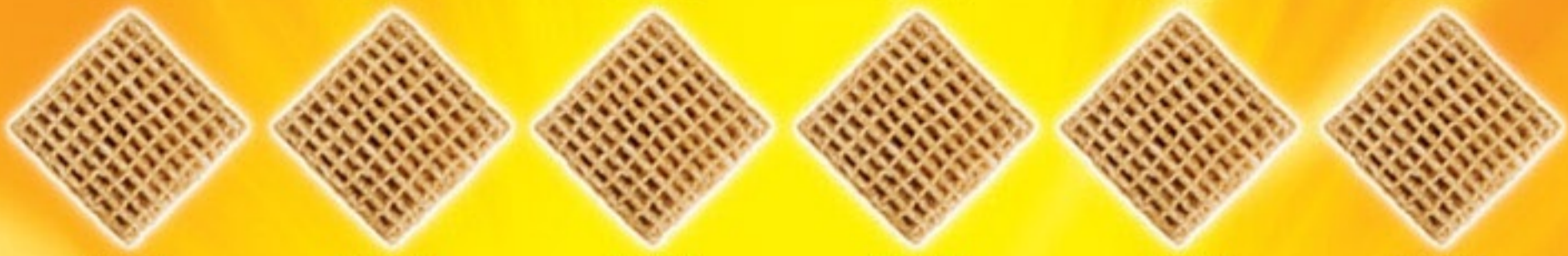
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NEW
Diamond Shreddies
Cereal

Same 100% Whole Grain Wheat
DiamondShreddies.com

Think We Can't Make Shreddies Cereal Any Better?

We just did. Recent advances in cereal technology have allowed us to take Shreddies cereal to a whole new level of geometric superiority. One taste and you'll wonder how you've been so square for so long. Welcome to Diamond Shreddies country.



NEW
**Diamond
Shreddies**
Cereal

www.diamondshreddies.com

Making Breakfast Better!



Diamond Shreddies cereal is as fancy as it is delicious – because it's elegantly designed and made with 100% whole grain wheat. No matter how you look at it, Diamond Shreddies cereal is like nothing you've ever seen before. But you've probably tasted it before – Diamond Shreddies cereal is made from the same 100% whole grain wheat as the Shreddies cereal you already love. Try some today!

NEW
Diamond
Shreddies
Cereal

www.diamondshreddies.com

Mmmm... Diamond-ier!



What makes Diamond Shreddies Cereal so hip, so now? They're diamond-ier. They're angular-ier. They're 45 more degrees of good times. Some say they can't taste the difference, and that's because there isn't any! But we're willing to bet that somehow, Diamond Shreddies Cereal will add just that much more sparkle to your mornings.

NEW
Diamond
Shreddies
Cereal

www.diamondshreddies.com

The Diamond Shreddies Generation



They appreciate a bit of edgy design. Even in their breakfast bowl. But that doesn't mean style over substance. No siree, they still want that 100% whole grain wheat taste Shreddies cereal is known for, the taste they grew up with. Style *and* substance, that's why Diamond Shreddies is the cereal of choice for the new generation.

NEW
Diamond
Shreddies
Cereal

www.diamondshreddies.com

Diamonds Are A Morning's Best Friend.



Those with elegant taste deserve an elegant breakfast cereal. It's called Diamond Shreddies cereal and it's the sparkliest way to enjoy 100% whole grain wheat in your breakfast bowl. Add some bling to your breakfast today!

NEW
**Diamond
Shreddies**
Cereal

www.diamondshreddies.com