Is Kashi Cereal Just Empty Calories? Transcript

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Kashi cereal criticism

Kashi go? Kasi no. I'm getting a lot of questions about kashi and I would never put this in my body. This is the original. Plant protein and multigrain crisps with a touch of honey.

First ingredient is garbage soy protein concentrate which is super cheap. Low quality corn flour in here. Wheat, oats, soy, cane sugar. It's basically empty calories and carbs.

So he says it's just basically just empty carbs and calories but actually showed that the very first ingredient was protein. Of course, he does say that soy protein is very cheap as if that somehow makes it undesirable.

Like who in their right mind would want a cheap protein source that improves blood pressure and LDL cholesterol levels? And supports muscle and strength gains to the same extent as whey or other animal proteins.

And just one and a quarter cup provides 11 grams of protein, 13 grams a fiber, 15% of the daily value for iron and phosphorus, and 10% at the value of magnesium and zinc amongst other nutrients.

Totally empty. And let's not let slide that he didn't mention any actual health outcome data, because breakfast cereals, and especially whole grain breakfast cereal, are consistently associated with reductions in the risk of cardiovascular disease and total mortality.

And I'm not sure how that translates to trash.