

Cereal Day Celebration

THE HISTORY

READING COMPREHENSION



THE HISTORY OF BREAKFAST CEREAL

Do you ever wonder how your favorite breakfast cereal came to be? Let's take a tasty journey through time to explore the fascinating history of breakfast cereal and learn why we celebrate it on Cereal Day!



ANCIENT BEGINNINGS

Long, long ago, even before our grandparents' grandparents were born, ancient civilizations discovered grains like wheat, barley, and oats. They learned to harvest these grains from the fields and grind them into a coarse powder. This powder was mixed with water to make a simple porridge, which was one of the earliest forms of breakfast cereal.

INVENTION OF MODERN CEREAL

Fast forward to the 19th century, a time when people were searching for a fast and nutritious breakfast option. In 1863, a man named James Caleb Cook invented the first breakfast cereal called "Granula." It was made from wheat dough and had to be soaked overnight before eating. Then, Dr. John Harvey Kellogg invented corn flakes as a healthier alternative to traditional breakfast foods like eggs and bacon. These inventions led to the modern breakfast cereal as we know it today.

THE RISE OF CEREAL BRANDS

As more people discovered the health benefits and deliciousness of breakfast cereal, the market began to grow. In 1906, brothers John and Will Kellogg started the Kellogg Company and introduced their first cereal, Corn Flakes, to the market. Soon after, other brands like Post, General Mills, and Quaker Oats entered the market, each creating their own unique cereal.

CEREAL ADVERTISING

In the early 20th century, cereal companies started using colorful advertisements to promote their products. These advertisements featured illustrations of cereal boxes, bowls of cereal, and exciting prizes to attract children. Many children would save up their cereal boxes for their parents' items, with children eagerly trading cereal boxes for toys and games.



HISTORY OF BREAKFAST CEREAL (NATIONAL CEREAL DAY)

CHOOSE THE CORRECT ANSWER.

Who was the first breakfast cereal inventor?

- James Caleb Cook
- Will Kellogg
- John Harvey Kellogg
- John Jackson
- John Post
- General Mills, and Quaker Oats

Which civilizations discovered grains used in cereal?

- Wheat, barley, and oats
- Wheat, barley, and corn
- Wheat, barley, and rice
- Wheat, barley, and quinoa

Why did the invention of cereal matter?

- It was a healthier alternative to traditional breakfast foods like eggs and bacon.
- It was a faster and more convenient breakfast option.
- It was a more nutritious breakfast option.
- It was a more affordable breakfast option.

What is the history of cereal advertising?

- In the early 20th century, cereal companies started using colorful advertisements to promote their products.
- In the early 20th century, cereal companies started using illustrations of cereal boxes, bowls of cereal, and exciting prizes to attract children.
- In the early 20th century, cereal companies started using illustrations of cereal boxes, bowls of cereal, and exciting prizes to attract children.
- In the early 20th century, cereal companies started using illustrations of cereal boxes, bowls of cereal, and exciting prizes to attract children.

NO-PREP & EDITABLE

READING COMPREHENSION
MCQ'S
QUESTIONS
ANSWER KEY

READING PASSAGES WITH TEXT DEPENDENT QUESTIONS

THE HISTORY OF BREAKFAST CEREAL

Do you ever wonder how your favorite breakfast cereal came to be? Let's take a tasty journey through time to explore the fascinating history of breakfast cereal and learn why we celebrate it on Cereal Day!



ANCIENT BEGINNINGS

Long, long ago, even before our grandparents' grandparents were born, ancient civilizations discovered grains like wheat, barley, and oats. They learned to harvest these grains from the fields and grind them into a coarse powder. This powder was mixed with water to make a simple porridge, which was one of the earliest forms of breakfast cereal.

INVENTION OF MODERN CEREAL

Fast forward to the 19th century, a time when people were searching for a quick and nutritious breakfast option. In 1863, a man named James Caleb Jackson created the first breakfast cereal called "Granula." It was made from baked graham flour dough and had to be soaked overnight before eating. Then, in 1894, a man named Dr. John Harvey Kellogg invented corn flakes as a healthier alternative to traditional breakfast foods like eggs and bacon. These inventions marked the beginning of modern breakfast cereal as we know it today.



THE RISE OF CEREAL BRANDS

As more people discovered the convenience and deliciousness of breakfast cereal, new brands began to emerge. In 1906, brothers John and Will Kellogg founded the Kellogg Company and introduced a variety of cereal products to the market. Soon after, other companies like Post, General Mills, and Quaker Oats joined the cereal craze, each creating their own unique flavors and packaging.

Ready to Print &
Editable



CEREAL ADVERTISING

In the early 20th century, cereal companies started using colorful advertisements to promote their products. These advertisements featured catchy slogans, memorable characters, and exciting prizes to attract customers. Soon, cereal boxes became collector's items, with children eagerly collecting box tops to redeem for prizes like toys and games.

CEREAL TODAY

Today, breakfast cereal comes in a wide variety of flavors, shapes, and sizes. From crispy flakes to crunchy clusters to colorful loops, there's a cereal for every taste bud and preference. And on Cereal Day, people all around the world come together to celebrate the deliciousness and nostalgia of their favorite breakfast treat.



CONCLUSION

The history of breakfast cereal is a fascinating tale of invention, innovation, and deliciousness. From humble beginnings in ancient civilizations to the modern-day breakfast aisle, cereal has evolved into a beloved breakfast staple enjoyed by millions. So, the next time you pour yourself a bowl of your favorite cereal, take a moment to appreciate the rich history and tradition behind this tasty morning ritual. Happy Cereal Day!

READING COMPREHENSION

COLORED & B/W
VERSIONS INCLUDED

Name _____

Date _____

THE HISTORY OF BREAKFAST CEREAL (NATIONAL CEREAL DAY)

DIRECTIONS CHOOSE THE CORRECT ANSWER.

1. Who created the first breakfast cereal called "Granula"?

- a) John and Will Kellogg
- b) Dr. John Harvey Kellogg
- c) James Caleb Jackson
- d) Post, General Mills, and Quaker Oats

2. What ancient civilizations discovered grains like wheat, barley, and oats?

- a) Our grandparents' grandparents
- b) People in the 19th century
- c) Modern-day farmers
- d) Ancient civilizations

3. In what century did the invention of modern cereal begin?

- a) 20th century
- b) 19th century
- c) 18th century
- d) 21st century

4. Who invented corn flakes as a healthier breakfast option?

- a) James Caleb Jackson
- b) Dr. John Harvey Kellogg
- c) John and Will Kellogg
- d) Quaker Oats

5. What did cereal companies start using in the early 20th century to promote their products?

- a) Television commercials
- b) Social media ads
- c) Colorful advertisements
- d) Radio broadcasts

6. Which company introduced a variety of products to the market in 1906?

- a) Post
- b) General Mills
- c) Kellogg Company
- d) Quaker Oats

7. What did cereal boxes become in the 20th century?

- a) Collector's items
- b) Trash
- c) Prizes
- d) Toys

8. What do people celebrate on Cereal Day?

- a) The invention of cereal
- b) The history of breakfast
- c) The deliciousness of breakfast cereal
- d) The end of cereal

9. What is one characteristic of modern cereal?

- a) It comes in only one flavor
- b) It is made from graham flour dough
- c) It is always served hot
- d) It comes in a wide variety of flavors, shapes, and sizes

10. What is the main message of the passage?

- a) The importance of eating breakfast
- b) The history of breakfast cereal
- c) The benefits of cereal advertising
- d) The variety of modern cereal brands

SHORT ANSWER QUESTIONS

1. Who invented the first breakfast cereal?
2. What was the purpose of creating cereal?
3. When did the invention of modern cereal begin?
4. What did cereal companies start using in the early 20th century to promote their products?
5. What do people celebrate on Cereal Day?

ANSWER KEY

MCQS

1. c) James Caleb Jackson
2. d) Ancient civilizations
3. b) 19th century
4. b) Dr. John Harvey Kellogg
5. c) Colorful advertisements
6. c) Kellogg Company
7. a) Collector's items
8. c) The deliciousness of breakfast cereal
9. d) It comes in a wide variety of flavors, shapes, and sizes
10. b) The history of breakfast cereal

SHORT-ANSWER QUESTION

1. James Caleb Jackson
2. To provide a healthier breakfast alternative.
3. In the 19th century.
4. Colorful advertisements.
5. The deliciousness of breakfast cereal.

10 - MCQ'S & 5
QUESTIONS

ANSWER KEY
INCLUDED