

## ABSTRACT

There is an increase of Indonesians health awareness and demand for healthy products. Breakfast is associated with better nutrient intake in adults, adolescent, and children. Powdered cereal beverages (PCB) is a breakfast food that is easy to prepare, inexpensive, convenient, and nutritious. This study aimed to assess the nutrient profile of PCB available in Jakarta. PCB products were gathered with inclusion criteria: locally produced, contain single serving per pack/sachet, and available in Jakarta during the study period. Data on nutrient labels were collected and analysed. The nutrient profiles were presented in a table of nutrient cost efficacy (per 1000 Indonesian Rupiah) and nutrient density (per 100 grams and per 100 kcal). Ingredients of PCB have shown higher sugar content while having lower fibre and protein content. Per 100 grams, in average PCB contain calories 426.29 kcal, protein 6.18 grams, and fibre 5.45 gram. Per 1000 Indonesian Rupiah PCB consumer can get an average of 58.36 kcal total energy, 6.29 grams of sugar, 0.69 grams of protein, 0.68 grams of dietary fibre, 6.16 mcg of vitamin A, 0.01 mg of vitamin B1, and 2.94 mg of calcium. PCBs are cost effective to fulfil nutrient recommended daily intake; but it should be consumed as part of a breakfast meal instead of the whole meal in order to fulfil 22% recommended daily intake that should be consumed during breakfast. This study encourages PCB manufacturers to improve nutrient content of PCB while keeping the prices affordable.

*Keywords: Powdered Cereal Beverages, Nutrient Profiling, Nutrients Density.*