

CEREAL: HISTORY IN A BOWL



Name _____

Date _____

Directions: As a part of active listening during the film, answer the following questions as completely as possible. Each question is worth (5) points each.

1. Who invented the Graham cracker?
2. Who invented shredded wheat?
3. Who invented Grape Nuts?
4. How much did he make a year off Grape Nuts sales?
5. How many different cereal manufacturers were there in Battle Creek Michigan in 1911?
6. When did General Mills harness the extrusion method for cereal?
7. What issues did Americans have with cereal in the 1970s?
8. When did General Mills buy their own radio station to promote their products?
9. What machine measures cereal crunchiness?