
The Hagstrom Report

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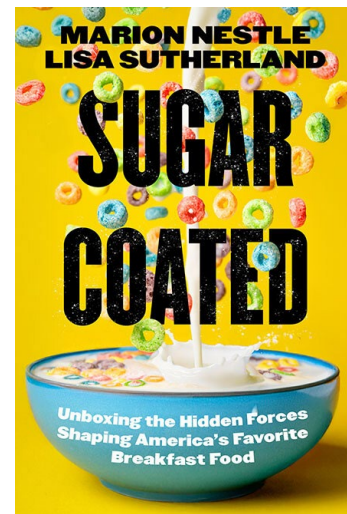
Marion Nestle, 90, publishes new book on cereals

NEW YORK - Marion Nestle, renowned New York University professor of food studies emerita, celebrated her 90th birthday here Tuesday evening by launching her latest book, “Sugar Coated: Unboxing the Hidden Forces Shaping America’s Favorite Breakfast Food.”

Written with Lisa Sutherland, a former Kellogg’s vice president for nutrition who is now the interim president of Jacksonville University in Florida, “Sugar Coated” tells the story of American cereals from their start by John Harvey Kellogg to the present day. The book is illustrated with 44 cereal box covers to show how cereal marketing has changed over time.

At an event in a reading room of NYU’s Bobst Library, Jennifer Berg, a professor in NYU’s Department of Nutrition and Food Studies, asked Nestle and Sutherland how they managed to write together. Nestle explained that she first got interested in cereal boxes when she visited Sutherland at Kellogg’s in Battle Creek, Mich., and was presented with copies of cereal box covers. Nestle began collecting cereal boxes. Sutherland noted that collecting the boxes is such a hobby that old cereal boxes are sold on eBay.

Years later, they decided to collaborate on the book and exchanged chapters by email.



Nestle, whose first book was titled “Food Politics,” said the new book is “the story of food politics through cereal boxes.”

At the event, Nestle said that John Harvey Kellogg started the cereal business (and, at a later reception at her apartment, noted that Kellogg made bland cereal because he believed a bland diet would suppress sexual desire and masturbation). She added that Kellogg “had to die” before the company added sugar, which became such an important element in marketing cereals to kids.

Nestle and Sutherland said they are not against cereals, but they pointed out that cereal sales are down. Young consumers don't favor them, Sutherland said, because they want breakfast food they can eat on the go. Nestle said she prefers wheat puffs and adds sugar, but only a spoonful.

Nestle said the consumer packaged goods industry is in trouble for four reasons: Health and Human Services Secretary Robert F. Kennedy Jr. criticizes the products, ultraprocessed foods are unpopular, GLP-1 drugs reduce food consumption; and inflation in food prices has consumers "appalled."

Although the book is called "Sugar Coated," Nestle noted that cereals are constantly evolving to meet consumer tastes. The latest trend is adding protein and fiber.

At her apartment, Nestle showed off the latest box in her collection, which she found after the book was finished. It's called Poop Like a Champion.

"Sugar Coated" may not be Nestle's last book.

"I need a new writing project," Nestle said as Berg brought out cake with a candle and the crowd sang "Happy Birthday."

- **University of California Press - "Sugar Coated: Unboxing the Hidden Forces Shaping America's Favorite Breakfast Food"**



From left: Jennifer Berg, a professor in the New York University Department of Nutrition and Food Studies, moderates a discussion with Lisa Sutherland and Marion Nestle, authors of "Sugar Coated: Unboxing the Hidden Forces Shaping America's Favorite Breakfast Food." (Jerry Hagstrom/The Hagstrom Report)



Author Lisa Sutherland holds up one of the cereal boxes that are central to "Sugar Coated," her book with Marion Nestle. (Jerry Hagstrom/The Hagstrom Report)



Marion Nestle holds up her 90th birthday treat at the book launch at the Bobst Library at New York University. (Jerry Hagstrom/The Hagstrom Report)



A standing-room-only crowd turns out for the launch of “Sugar Coated” by Marion Nestle and Lisa Sutherland. (Jerry Hagstrom/The Hagstrom Report)



*Pizza was served at the “Sugar Coated” book launch
... (Jerry Hagstrom/The Hagstrom Report)*



*... along with vegetables and other snacks. (Jerry Hagstrom/The
Hagstrom Report)*



From left: Helena Bottemiller Evich of Food Fix; Sam Kass, chef and nutrition adviser to President Obama; and Jerry Hagstrom meet at the launch of “Sugar Coated” at New York University’s Bobst Library. (Jerry Hagstrom/The Hagstrom Report)



Marion Nestle, center, poses in her apartment with her son, Charles Nestle, who lives in Los Angeles, and her daughter, Rebecca Nestle, who lives in San Francisco.



On Marion Nestle’s balcony, Chase Purdy, author of “Billion Dollar Burger,” and Helena Bottemiller Evich, founder of Food Fix, pose

Marion Nestle was a professor in California throughout much of their childhood. (Jerry Hagstrom/The Hagstrom Report)

with author Lisa Sutherland. (Jerry Hagstrom/The Hagstrom Report)



Marion Nestle's collection of cereal boxes now includes Poop Like a Champion, which claims, "We are the highest fiber cereal on the market." (Jerry Hagstrom/The Hagstrom Report)



The back of the Poop Like a Champion box. (Jerry Hagstrom/The Hagstrom Report)



The nutrition facts label on the Poop Like a Champion box says a serving contains 102 calories. (Jerry Hagstrom/The Hagstrom Report)