(easy music) ♪ A, B, C, D, E, F, G ♪ ♪ Alpha-Bits for you and me ♪ ♪ The shape is new ♪ ♪ A new taste too ♪ ♪ So nutritious, good for you ♪

- Good for you! ♪ Try Alpha-Bits and you will see ♪ ♪ They're ABC delicious ♪

- Come on, everybody, it's Post Alpha-Bits!

Announcer: Yes, this new, extra-healthy oat cereal that's sparkled with sugar.

- It's fun to eat Alpha-Bits, especially 'cause the letters stay so crisp.

Announcer: And they are nourishing, because they're made of oats, one of the best sources of high-quality cereal protein. And Alpha-Bits have just the right amount of sugar. They help provide the quick and lasting energy children need. ♪ Buy Alpha-Bits and you will see ♪ ♪ They're ABC delicious ♪