The halachic basis for brachos on breakfast cereals can be found in an extensive article found at star-k.org

**One Crispix should be split. Recite Mezonos and eat the darker half (rice) first. Then recite Hoadama and eat the lighter half (corn).**

As indicated in Igros Moshe OC 4:45 one may recite either a Mezonos or a Hoadama.