



The benefits of breakfast

It's simple math: children who eat breakfast have more energy – both mental and physical – than kids who don't. When they wake up in the morning, their bodies haven't had anything to eat for eight to 12 hours and they need an energy boost to get them going.

Research indicates that kids who eat breakfast are more likely to:

- Get the vitamins and minerals they need for the entire day.
- Have healthier body weights
- Make healthy food choices throughout the day and be more physically active
- Have improved memory skills, better test grades and greater school attendance rates

With your help they'll learn healthy food choices to take care of their bodies - lifestyle habits that can last a lifetime.

4 easy tips to making it work

Is your morning routine a bit too hectic? Here are some tips to help simplify your breakfast routine:

- Organize lunch and school bags at night so there's less to do in the morning.
- Get kids involved. Have them set the breakfast table before going to bed, putting out special bowls and utensils and favorite cereals. Let them make special place cards for everyone.
- Keep your pantry stocked with a variety of cereals, including individual boxes... they're the perfect size and they give kids more choices.
- Get everyone up a little earlier so they have time to eat breakfast. Just 15 minutes can make all the difference in everyone's day.

From the time they get up in the morning until they hit the hay at night, your kids are moving, learning and growing. The most important thing you can do in the morning is to give them the fuel they need. Cereal is an easy, stove-free breakfast that takes just a minute to prepare. Older kids can even do it themselves, giving them a sense of satisfaction and pride.

The solution is just a bowl and spoon away

We know you're busy in the morning without any time to spare. Don't worry – cereal is part of a nutritious breakfast and can provide you with a very simple solution.

Ready-to-eat cereals supply B-vitamins and minerals like iron and zinc that are essential for healthy growth and development. Look at the Nutrition Facts Panel on food labels to see how many nutrients one serving of cereal will provide. Adding milk to your cereal gives the extra benefits of calcium, vitamin D, vitamin A and vitamin B12.

