

know



Breakfast



Take this quick “true” or “false” quiz to test your knowledge about the benefits of breakfast.

Break The Breakfast Time Barrier!

Don't bypass the benefits of breakfast because of the morning time crunch. Try these tips.

- Prep the night before. Set the table for breakfast and put out cereal boxes, whole-grain bagels, peanut butter, fresh fruit and other nonperishable items. Put fat-free milk and yogurt and 100% fruit juice front-and-center in the fridge so they're fast to grab.
- Add time in the a.m. Get everyone up 15 minutes earlier so they have time to eat breakfast.
- Take it to go. Toss nutritious breakfast items into brown bags for kids to eat en route to school or for you to eat at your desk. Mini-boxes of cereal, cereal bars, hard-boiled eggs, fat-free yogurt cups, fruit, single-size milks or 100% juice boxes are a few totable options.

Test your breakfast smarts!

1. Eating breakfast may help kids do better in school.

True. Studies show that kids who eat breakfast have better memory, test grades and school attendance than those who don't. It could be harder for hungry kids to concentrate and learn.

2. A nutritious breakfast is only important for kids.

False. Adults benefit from breakfast, too! While it's true that kids who eat breakfast get more fiber, calcium, vitamins A and C, riboflavin, zinc and iron compared to breakfast skippers, adults who eat breakfast also get more of these nutrients, and eat fewer calories and less fat and cholesterol overall than those who don't.

3. Skipping breakfast is a good way to lose weight.

False. Skipping breakfast as a weight control strategy can backfire. Research shows that adults who skip breakfast tend to weigh more than those who eat breakfast. Kids and teens who skip breakfast may weigh more, too.

4. It's okay to skip breakfast because you'll make up missed nutrients later in the day.

False. Skipping breakfast is definitely not okay for kids or adults. Skippers of any age may not make up for nutrients missed at breakfast.

5. Eating breakfast is a key to keeping off lost pounds.

True. Nearly eight in 10 (78%) people with lasting weight-loss success say they eat breakfast every day, according to the National Control Registry. The Registry tracks people who have lost at least 30 pounds and kept them off for a year or more.

6. Many people skip breakfast because they're short on time.

True. “Not enough time” is a top reason why people skip breakfast, according to a recent survey. Does lack of time stop you from reaping the benefits of a delicious, nutritious breakfast? Check out the quick breakfast ideas and time-saving tips (on the left).



Children and adults who eat breakfast tend to make healthy food choices throughout the day.

Wondering how your breakfast stacks up?

Try the Build a Breakfast tool on KelloggsNutrition.com. Select a breakfast of your favorite Kellogg's brand cereal, fruit and dairy and see the calories and nutrients it provides. Fun for kids, too!

Seven Triple Crown Breakfasts. These tasty, quick and nutritious “winning” breakfasts feature at least three MyPyramid food groups.

- A serving of your favorite *Kellogg's® Frosted Mini-Wheats®* cereal, a glass of fat-free milk and sliced strawberries
 - Peanut butter and jelly rolled in a whole-wheat tortilla, apple slices and a glass of fat-free milk
 - Morningstar Farms®* Veggie Sausage Patty, whole-wheat toast, sliced kiwi, and a glass of fat-free milk
 - Toasted whole-grain cinnamon-raisin bagel topped with reduced-fat ricotta cheese, served with orange juice
 - All-Bran®* Apple Cinnamon Streusel, a glass of fat-free milk and a banana
 - Branana Muffin with *Kellogg's® Complete®* Wheat Bran Flakes*, a glass of fat-free milk and grapes
 - Toasted whole-wheat English muffin half topped with reduced-fat mozzarella cheese and tomato slices, served with pineapple juice
- * Find the recipe at KelloggKitchens.com

For more information:

American Dietetic Association:
www.eatright.org

Kellogg's Nutrition™:
KelloggsNutrition.com

7. People who eat breakfast live healthier lifestyles.

True. Children and adults who eat breakfast tend to make healthy food choices throughout the day and are more physically active than those who skip breakfast.

How'd You Do?

6-7 correct: Congrats! You're a breakfast brain!

4-5 correct: Good job! Keep sharpening your breakfast smarts.

2-3 correct: Take advantage of your newfound breakfast knowledge.

0-1 correct: Start waking up to the benefits of breakfast.