

# Why Power Breakfast?

- Breakfast is one of the most important meals of the day.
- If you skip breakfast you are much more likely to snack throughout the day – and that’s usually not a healthy choice.
- Breakfast foods provide a variety of vitamins and minerals we need, such as fiber and folic acid. Breakfast eaters have a higher intake of vitamins and minerals than those who skip it.

## Breakfast every day: here’s why it’s the smart way!

Eating breakfast improves your concentration, problem-solving ability, mental performance, memory and mood.<sup>1</sup>

A national study of 4,218 adult men and women found that women who ate breakfast were significantly less likely to be overweight or obese than those who skipped it.<sup>2</sup>

A National Eating Trends survey by Nielsen showed that women who ate cereal on a regular basis weighed about nine pounds less than those who ate cereal rarely or not at all, while men who ate breakfast weighed about six pounds less than men who didn't eat breakfast.

Researchers found that people who always skip breakfast had an obesity risk 4.5 times greater than people who regularly eat breakfast.<sup>3</sup>

A study of people who followed a weight loss program and lost an average of 60 pounds shows that eating breakfast every day is a key behavior. Eating breakfast every day was also a significant factor in maintaining those lower weights for an average of six years.<sup>4</sup>

Cereal can provide specific health benefits. Researchers found that breakfast cereal provided more fiber, iron, folic acid and zinc, and less fat, sodium, sugar, cholesterol, protein, carbohydrates, and calcium, when compared with the nutrients in other types of breakfast foods.<sup>5</sup>

## So start every day with a power breakfast!

1. Rampersaud, GC, et.al., *J Am Diet Assoc.* (2005) 105(5):743-760.
2. Song, WO, et.al., *J Am Diet Assoc.* (2005) 105: 1373-1382.
3. Ma, Y, et al., *American J Epidemiology* (2003) 158: 85-92.
4. Wyatt, HR, et.al., *Obesity Research* (2002) 10:78-82
5. Albertson, AM, et.al, *Nutrition Research* (2008) 28:744-752



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