

Convenience Store News

WHAT'S NEXT IN CONVENIENCE AND PETROLEUM RETAILING

“Breakfast Breaks”

August 27, 2007

Breakfast Breaks grab-and-go meals can be served in seconds and are a complete nutritious meal for kids, when served with low-fat milk, the company reported. The product, by ESE Foods, is packaged in single-serve boxes containing a General Mills bowl pack whole-grain cereal; a Minute Maid 100-percent fruit-juice box; and a nutritious snack. Each kit comes in a recyclable box and contains a spoon, napkin and moist towelette. Varieties include Cheerios, Honey Nut Cheerios, Cinnamon Toast Crunch and Lucky Charms.