

# GROCERY HEADQUARTERS

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## >> IN THE AISLES

BY RICHARD TURCSIK



### Convenience in the morning

The program used by schools across the country to feed morning meals to hundreds of thousands of children is coming to the supermarket aisle with Breakfast Breaks, created

by East Side Entrees of Woodbury, N.Y.

Breakfast Breaks are sold in single-serve boxes that contain a General Mills bowl pack cereal such as Cheerios or Lucky Charms, a Minute Maid 100% fruit juice box, a nutritious snack like raisins, a spoon, a napkin and a moist towelette. Consumers supply the milk. Each kit has a suggested retail price of \$2.49.

"Breakfast Breaks is a proven product that thousands of schools across the country are using because it offers convenience, nutrition and portion control, and we are proud to be offering that same helping hand at home," says Gary Davis, CEO of East Side Entrees. "When we first developed Breakfast Breaks in 2005, our goal was to help busy schools serve kids more breakfast. After seeing its success and receiving overwhelming requests from parents to make the product available for home use, we decided to create a retail version."

For more information, visit [www.breakfastbreaks.com](http://www.breakfastbreaks.com).