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Breakfast Breaks help busy families serve meals fast

By staff and wire reports
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Breakfast Breaks help busy families serve meals fast. Busy families and hectic schedules will get a helping hand from the retail version of a product that is being used by schools to serve hundreds of thousands of children a nourishing breakfast.

Breakfast Breaks are sold in single-serve boxes that contain a General Mills bowl-pack cereal made with whole grains, a 100 percent fruit juice box, snack (such as raisins), a spoon, napkin and moist towelette. Breakfast Breaks feature Cheerios, Honey Nut Cheerios, Cinnamon Toast Crunch and Lucky Charms and are available at supermarkets for \$2.49..

"Studies prove that eating a healthy breakfast is vital to a child's ability to learn and helps combat health issues, yet when schedules are tight, it can be tough for families to make sure breakfast gets served," says Gary Davis, CEO of East Side Entrees.

In 2005, East Side Entrees developed Breakfast Breaks for school cafeterias in response to the fact that millions of children across America who are eligible for a free or reduced-priced breakfast through the national school breakfast program were still not receiving them. Of 55 million children who attend school in the United States, 30 million eat federally funded lunch at school yet only 9.6 million eat federally funded breakfast.

Studies prove that eating breakfast helps kids stay focused at school, achieve higher test scores, improve memory skills, lower rates of absence and reduce school nurse visits.