



Back-to-school breakfast

SEPTEMBER 15, 2007 -- Busy kids can get off to a great start with Breakfast Breaks from Woodbury, N.Y.-based ESE Foods, a grab-and-go product that becomes a complete nutritious morning meal with the addition of low-fat milk. The retail version of the breakfasts currently served in schools across the United States, Breakfast Breaks contain a 1.69-ounce General Mills bowl-pack of cereal made with whole grains, a 6.75-ounce Minute Maid 100% Juice box, and a nutritious snack such as raisins, along with a spoon, napkin, and moist towelette. Children have the option of adding fresh fruit to their cereal, the company notes. The suggested retail price for a single-serve box is \$2.49, and the weight of a Breakfast Break varies slightly from box to box. Learn more by contacting ESE Foods v.p. sales, retail Glenn J. Gardone at (516) 682-5494, ext. 716, or ggardone@eastsideentrees.com.