

TODAY'S GROCER

September 2007



ESE Foods Launches Breakfast Breaks

*Help Busy Families Serve Children
Nutritious Meals in Seconds*

ESE Foods is introducing Breakfast Breaks, a grab-and-go meal that can be served in seconds and that with low-fat milk provides a complete nutritious breakfast meal for kids. Busy families and hectic schedules will get a helping hand from the retail version of a product that is currently being utilized by schools across the country to serve hundreds of thousands of children a nourishing breakfast. Breakfast Breaks were created by ESE Foods, a subsidiary of one of the nation's leading suppliers of nutritious food products to children.

Breakfast Breaks are sold in convenient single-serve boxes that contain a General Mills bowl pack cereal made with whole grains, a Minute Maid 100% fruit juice box and a nutritious snack. Each kit is packaged in a recyclable box with a handle and easy-to-open flip-up lid so that it can be eaten at home or on-the-go. For added convenience, a spoon, napkin and moist towelette are included in every box of Breakfast Breaks, will be available at a suggested retail price of \$2.49.

Breakfast Breaks goes well with fresh fruit and comes in varieties featuring brands that kids love such as Cheerios, Honey Nut Cheerios, Cinnamon Toast Crunch and Lucky Charms.

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

ESE Foods' parent company East Side Entrées developed Breakfast Breaks in 2005 for school cafeterias in response to the startling 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.

The school version of Breakfast Breaks was an instant hit, helping thousands of schools overcome obstacles that prevented them from serving breakfast: the kits require no refrigeration, can be served quickly with little staffing and contain name brand products that kids love to eat.