

Food For Thought

Breakfast: The Most Important Meal Of The Day

(NAPSA)—Consumers are quickly discovering that a new kind of breakfast sandwich can be a sweet way to get the day off to a delicious start.

Leading health experts agree that eating breakfast is important to beginning the day right. After a long night without food, breakfast supplies your brain with the glucose (blood sugar) it needs to help you concentrate and remember things, solve problems and stay productive throughout the morning. Breakfast also fuels muscles to start the day's physical activities and helps put off mid-morning hunger pangs. In addition, breakfast eaters tend to have higher nutrient intakes for the day.

Breakfast sandwiches are especially great for busy consumers who might not make time for breakfast. Consisting of two soft and warm golden griddle cakes (with the sweet taste of maple syrup baked right in), the new McGriddles breakfast sandwiches include different combinations of savory sausage, crispy bacon, fluffy eggs and melted cheese in a convenient sandwich. Now a permanent menu item at participating McDonald's restaurants, McGriddles provide customers all their favorite breakfast tastes in just one bite.

"Breakfast is the most important meal because it gives you the fuel you need to jump-start your day," says Registered Dietitian Diane Quagliani. "Pairing a McGriddles sandwich with an orange juice or one percent lowfat



A delicious breakfast sandwich can be a smart way to start the day.

milk from McDonald's menu is a quick, convenient and tasty way to enjoy the benefits of breakfast."

McGriddles breakfast sandwiches are the latest innovative additions in a long line of McDonald's "firsts," including: Big Mac sandwiches (1968); Egg McMuffins (1973); Happy Meals (1979); Chicken McNuggets (1983); McFlurrys (1998) and Premium Salads with Newman's Own all-natural salad dressings (2003).

McDonald's is the leading global foodservice retailer with more than 29,000 restaurants serving nearly 46 million people in 119 countries each day. Approximately 80 percent of McDonald's restaurants worldwide are owned and operated by independent local businessmen and women.

For additional information, visit www.mcdonalds.com.