

# NUTRITION NEWS & NOTES

## Studies Show Mom Was Right About Breakfast

(NAPSA)—Experts continue to validate what mothers have told their families for years—eating breakfast is good for you.

“Breakfast is the most important meal of the day,” says food author/nutritionist Robin Vitetta-Miller, M.S. “It jump-starts metabolism, plays a significant role in weight maintenance, improves cognitive function and helps establish a dietary template.”

However, the results of a recent survey conducted by Harris Interactive indicate that many Americans are choosing to skip this important meal. Survey responses indicate only 38 percent are eating breakfast daily and 40 percent don’t feel their breakfast is satisfying. More than half (58 percent) wish they could find a more nutritious breakfast that tastes good.

In a response to consumer needs for a better portable breakfast choice, Quaker Oats has developed Quaker Oatmeal Breakfast Squares, the first hand-held breakfast that’s really satisfying with all the nutrition of a bowl of instant oatmeal baked into every square.

Available in three flavors: brown sugar cinnamon, oatmeal raisin and baked apple, they can be eaten right out of the package or warmed in a microwave.

“While times have changed, people are still looking for a breakfast choice that is filling, great-tasting, portable and they can feel



**Nutrition expert, Robin Vitetta-Miller shares the components for a satisfying breakfast.**

good about from a health perspective. Quaker Oatmeal Breakfast Squares deliver on the components of a satisfying breakfast,” says Dave Kimbell, manager Quaker Oatmeal Breakfast Squares.

“Thanks to the latest in wholesome, time-efficient breakfast options, people should find it easier to start the day with a square meal—and their bodies will reap the benefits,” says Vitetta-Miller.

The squares are made of whole grain rolled oats and provide 20 percent of the daily value for calcium, vitamin A, iron, folic acid and vitamin B6, and 10 percent of the daily value for fiber and vitamin E.

To learn more, visit the Web site at [www.quakeroats.com](http://www.quakeroats.com).