

# NEWS

## OF NUTRITION

### Choices Keep Weight-Management Goals On Track ®

(NAPSA)—Increasingly, experts are finding that effective weight management starts in the morning—with a nutritious breakfast.

There are a number of reasons why breakfast is the most important meal of the day for people trying to lose weight:

- Skipping breakfast often leads to eating more later in the day;
- Eating breakfast jump-starts your metabolism and begins the process of burning calories; and
- Skipping breakfast means that your body is without fuel for as long as 15 or 16 hours, causing your metabolism to slow down and your body to burn fewer calories.

“A key component to healthy weight management is eating breakfast,” says Tricia Siwajek, R.D., at Kellogg Company. “People think that skipping breakfast will help them lose weight. But research shows that the exact opposite is true.”

### Options Are Vital To Success

One problem that many weight managers face is a lack of options for their morning meal. People have a tendency to eat the same thing day after day, leading to boredom and making it less likely that you'll stick with your weight-management plan.

To help give people more taste and texture at breakfast time, Special K has developed a new cereal with a delicious blend of crunchy rice, whole wheat and blueberry-flavored flakes combined with oat and blueberry-flavored clusters—Special K Blueberry.

Eating a breakfast like a serving of Special K Blueberry will give you energy to start your day so you're less likely to reach for an unhealthy snack at midmorning.

To learn more, visit [www.specialk.com](http://www.specialk.com) or visit Yahoo.com and type in “Special K.”