



Breakfast **MATTERS...**

It really matters - you're literally breaking a fast. For eight hours, your body has had no food. Nothing to fuel it. Think it's okay to skip it? Think again.

START YOUR *Engines*

Your sleeping self is like an idling car - not going anywhere just yet, but still needing fuel to run. Breakfast will help get your body moving again.

Less REALLY IS *More*



Studies show that regular consumption of breakfast cereal is associated with healthier body weight and lower body mass index (BMI) in both kids and adults.¹



PUTTING *"More"* IN *Morning*

Studies show that when essential nutrients are missed at breakfast, people typically don't compensate for that loss during other meals through the day.²



THE *Fibre* YOU NEED

Studies show that Indians are not meeting their fibre requirements.^{3,4} India Breakfast Habits Study shows similar deficits at breakfast and through the day.⁵



— *Kellogg's* —
Nutrition™

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Published and unpublished data. *Kellogg supported study