THE IMPORTANCE OF BREAKFAST

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The Breakfast Project

Breakfast at Retail

Supermarket RD Resources
Why Breakfast?

**NUTRIENTS**
Skipping breakfast, or missing out on milk with your morning meal, makes it nearly impossible to achieve adequate intakes of key nutrients.

**FOCUS/FUEL**
Breakfast helps kids concentrate in the classroom. And adults need it to have sufficient energy to tackle the day’s to-do list.

**WEIGHT**
Eating breakfast is an important strategy for achieving and maintaining a healthy weight.
Every good day starts with milk.

Studies suggest it's hard to make up nutrients throughout the day.

Milk's 9 essential nutrients:
- Niacin
- Protein
- Vitamin A
- Riboflavin
- Vitamin B12
- Phosphorus
- Calcium
- Potassium
- Vitamin D

It's most likely to be missing in the US diet.

Over 157 million Americans do not eat or drink anything in the morning before 11AM.

One in five Americans are likely to skip or miss eating in the morning.

Among children under 18, teens are most likely to skip or miss eating in the morning.

MORE THAN HALF OF ALL MILK IS CONSUMED AT BREAKFAST

Stand Alone Drink

Cereal, Smoothies + Coffee

BRINGING MILK TO THE TABLE

CONSUMED AS A "PAIRED WITH"

got milk?
One in five Americans do not eat or drink anything in the morning before 11 A.M. Among children under 18, teens are most likely to skip or miss eating in the morning.

Over 157 million Americans, or nearly 2/3 (64%), eat and drink breakfast at home.
18 Million
Online Conversations About Breakfast
THE BREAKFAST PROJECT
BECAUSE EVERY GOOD DAY STARTS WITH MILK.
The Breakfast Project is a movement to help make over America’s mornings.
Banana Breakfast Shake

Ingredients
1 1/2 cups fat free or lowfat milk peeled and sliced medium banana, frozen vanilla extract, optional almond extract, optional cinnamon for garnish, optional

Directions
In a blender container combine all ingredients, except cinnamon. Blend until smooth, about 20 seconds. Pour into glasses and garnish with a sprinkle of ground cinnamon, if desired.

Nutrition

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BREAKFAST AT RETAIL
The average shopper’s basket size doubles when milk is purchased - increasing average dollars spent from $27 to $59.

Average Basket Size Among Top Shoppers*

Source: Willard Bishop 2011 Top Shopper Study

*Top shopper = the top 20% of households who represent 75% of all purchases in a typical supermarket.
Breakfast at Retail: The Statistics

• Converting shoppers who skip or eat breakfast away from home equals an **$8.9 billion opportunity**

• **93%** of Americans agree that breakfast is the most important meal, but only **44%** eat breakfast every day

• **57%** of shopping trips are occasion-based; allowing for a new marketing trend to capture business

Food and Health Survey, IFIC, 2009
Breakfast at Home Still Dominates

14% of breakfasts are purchased away-from-home

Converting out-of-home breakfast to at-home breakfast is worth $5.2 Billion at Retail
Creating an Integrated Meal Solution for Breakfast

Retailers across the US have already started to test new ways to bring an integrated breakfast strategy to life in their stores.
A Pilot Test: How Does Breakfast Impact Sales?

Working with select retailers and manufacturer partners to pilot test various breakfast in-store retail test modules.
SUPERMARKET RD RESOURCES

Bringing Breakfast to Life at Retail

got milk?
3 ways to connect

1. GotMilkSales.org
Supermarket RD Hub

- Dedicated resource hub on GotMilkSales.org (formerly MilkDelivers.org)
- Bi-monthly e-blasts with campaign updates and materials relevant to timely initiatives (via download or by request)
1. GotMilkSales.org

2. Order in-store tools
Breakfast Tools

- **POS Materials** - Wobblers, clings and other in-store display premiums highlighting the benefits of milk at breakfast and milk as a recovery beverage

- **Creative Demo Toolkits** - Smoothie demo kits for in-store or at event demonstrations

- **Tips and Recipes** - Available to share on store websites and social media channels
1. GotMilkSales.org
2. Order in-store tools
3. Contact us for custom needs and programs
THANK YOU!

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