Are you too busy for breakfast?
You’re not alone. Many Americans grab a cup of coffee or sometimes skip breakfast altogether. Unfortunately we may be giving up a lot more than just breakfast:

- Studies show that people who eat a hearty breakfast containing more than one-quarter of their daily calories consume less fat during the day
- Breakfast will jump-start your metabolism for the day!
- Breakfast eaters have a higher intake of essential vitamins and minerals
- Morning munchers generally have lower serum cholesterol levels, associated with a reduced risk of heart disease
- People who eat breakfast every day report feeling better, both physically and mentally.

So, sit down to a healthy breakfast and who knows, you might add years to your life!

University of Dayton
Dining Services

Wylan Ganote RD/LD

Revised By Rebecca Wehner
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Email Questions to: Wylan.Ganote@notes.udayton.edu
Work Breakfast Into Your Lifestyle!

Consider taking breakfast with you:
- Spread peanut butter on a whole-grain bagel
- Make an extra sandwich for your lunch and eat it on the way
- Try “on the go” smoothies
- Take a packet of instant oatmeal to work and eat when you arrive

If you don’t like cereal, eat what you like:
- Eat leftover rice, mixed with vegetables and small bits of chicken
- A turkey sandwich with a glass of milk and a piece of fruit
- Leftover pizza (easy on the high-fat toppings) can be a complete breakfast meal.

Make sure you aim to eat in the

Why Breakfast?

Improves Overall Nutrition
Eating breakfast improves your total daily nutrient intake. A simple breakfast of cereal, milk and fruit often provides the greatest amounts of calcium, B6, riboflavin, folate, and iron.

Studies show that people who eat plenty of fruit and vegetables have a lower risk of heart disease, cancer and other chronic diseases. Hitting the high five mark is important.

Fortification for Concentration
Start your day with a bowl of cereal, it’s loaded with nutrients! Most cereals are fortified with an array of important vitamins and minerals. Adults are better able perform in an office or work environment if they have taken the time to eat breakfast.

Fill Up With Fiber
Dietitians say we need 25 to 30 grams of fiber a day to be our healthiest. High fiber foods, like many cereals, fill you up with fewer calories. You do not feel as deprived throughout the day. If you’re trying to drop a few pounds, a high fiber breakfast could be the key.

Improves Ability to Control Weight
Many adults skip breakfast as a form of weight control. Unfortunately, this is a weight loss program doomed to fail. Skipping meals sets up extreme hunger patterns later in the day, resulting in excess calorie intake. Most importantly, breakfast gets your metabolism going long before those starving until lunch, to success.

What’s Balanced?

Think THREE:
1. Whole grains
   (energy and fiber)
2. Fruit
   (more fiber and vitamins)
3. Protein
   (lasting energy)

With breakfast in your stomach, you’ll be more alert and energetic and well on your way to a daily helping of good health!