

Women choose make up over muesli

Women in Northern Ireland are more concerned with putting on make-up, straightening their hair and making sure they look good for work in the mornings rather than eating breakfast according to new research out today.

The survey, which was commissioned by White's Speedicook to discover people's eating habits in the morning, highlighted that eating breakfast was the last thing on their list of priorities, well behind getting ready for work, doing household chores and even feeding the dog or cat.

Worryingly nearly 20% of all those surveyed confessed to having only a cup of tea or coffee for breakfast, and of those who do eat breakfast, nearly 40% admitted to having it in front of their computer at work rather than at the kitchen table.

Ulster's parents fared slightly better with all making sure that their kids ate a proper breakfast before going out to school but this was often at the expense of themselves, with only 40% saying that they joined their children at the breakfast table.

Reasons for not eating breakfast included not being hungry in the morning (35%), not having time (42%) and people admitting that they had got out of the breakfast habit (23%).

According to Bernadette Speer, Marketing Manager at White's Speedicook, makers of *Speedicook* and 'Only Oats' porridge, the survey highlights a number of disturbing trends.

"Breakfast is cited as being the most important meal of the day by nutritionists and health experts for very good reason." She said. "Breakfast kick starts the metabolism, is vital to a healthy and balanced diet, can help weight control, boosts brainpower and concentration skills and sets the body up for the day ahead.

"The results of our survey are very worrying. While many people do eat breakfast in the mornings our survey showed that many others eat a meal which is nutritionally poor, a cup of tea or coffee, or worse, nothing at all. Against a backdrop of health concerns as well as rising obesity in adults and children it is evident that much more must be done to get people back into the breakfast habit."

Lack of time seemed to be the most prevailing factor, with 58% of people stating that they would eat a healthier breakfast if they had more time in the mornings and 61% admitting that whilst they understood the health benefits of eating breakfast they simply didn't have the time. 70% of people also said that if they had more time they would like to sit down with family and friends and eat a proper breakfast before going to work.

Bernadette Speer continued: "Lack of time seemed to be the main reason for skipping breakfast however a good breakfast can be a fast

breakfast! White's *Only Oats* - a unique blend of jumbo oats and wafer thin oat flakes that retain all the natural goodness of oats offer tasty healthy convenience - from sachet to bowl in just 90 seconds."