

Don't skip breakfast

To coincide with National School Meals Week (9th – 14th October 2006) Tandragee based company, White's, the makers of '*Only Oats*' porridge is reminding parents and schoolchildren alike of the importance of not skipping breakfast.

Although cited by health experts and nutritionists as the most important meal of the day, recent figures reveal that breakfast is the meal most likely to be skipped with Britons being the worst offenders in Europe, skipping on average 113 breakfasts a year per person. (SOURCE: Datamonitor)

Breakfast is a vital part of ensuring a healthy and balanced diet for schoolchildren with recent studies proving that children who eat breakfast in the morning have superior cognitive function and therefore pay more attention and respond more quickly to problem solving tasks. (SOURCE: Cognitive Drug Research Ltd)

Bernadette Speer, Marketing Manager at White's said: "Mornings can often be fraught as parents rush to get ready for work, get the children ready for school and make sure everyone is out of the door on time, but breakfast need not impact too much on this already precious time – 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, comes in a convenient sachet. But perhaps even more importantly it offers tasty healthy convenience - from sachet to bowl in just 90 seconds!"

"Porridge is the UK's second most popular breakfast cereal and the perfect breakfast choice for the health conscious and parents who simply want to be able to control how much salt and sugar their children eat at breakfast. *Only Oats* offers busy parents the

perfect solution to ensure that their children get the best start to the day, with a whole grain, high fibre breakfast that tastes just as good on the run!." She continued.