

Schoolchildren learn to make time for breakfast

As National School Meals Week kicks off across the UK today (10th October), Tandragee based company, White's, the makers of '*Only Oats*' porridge is reminding parents and schoolchildren alike of the importance of making time for a nutritious breakfast.

Although forever cited as the most important meal of the day, recent figures suggest that breakfast is the meal most likely to be skipped and that Britons are 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 – it can boost brain power and several studies have shown that children who skip breakfast in the morning perform less well in problem solving tasks. Verbal fluency, creativity, and the ability to recall newly acquired facts are similarly affected. (SOURCE: Cognitive Drug Research Ltd)

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*, brought to you by White's Speedicook, is a unique blend of jumbo oats and wafer thin oat flakes that retains all the natural goodness of oats, in a convenient sachet. White's *Only Oats* offers tasty healthy convenience - from sachet to bowl in just 90 seconds!

Bernadette Speer, Marketing Manager at White's said: "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!".

Porridge facts:

Porridge oats are a wholegrain cereal, so they contain the entire edible part of the grain including the germ, endosperm and bran.

A generous bowl, made with semi-skimmed milk will keep hunger pangs at bay for hours and provides 25% of RDA calcium – and all for only 171 kcals/portion. Plus it's a highly nutrient dense food rich in protein, calcium, iron, magnesium, zinc, potassium, B-vitamins and Vitamin E

5 reasons to get into the breakfast habit:

1. Breaks the fast and wakes up the body
2. Helps weight control (as you'll be less likely to reach for mid morning snacks)
3. Boosts brain power (memory and concentration)
4. Less likely to suffer from colds and flu
5. Improves mood and reduces stress.