Have you drunk your breakfast this morning?

I grew up with cornflakes and toast. When I travel I enjoy an omelette or a full English; at the weekend rolls and marmalade add to the relaxation.

Although breakfast is recognised by dieticians, researchers and parents as being the most important meal of the day, the increasingly restless life we live means that habits and traditions are changing. Convenience, health and taste are more called for than ever and are the main reasons for choosing what we consume, but at the same time, we are expected to ‘function’ at a higher level for longer.

Studies show that schoolchildren who eat breakfast perform better than those who skip their morning meal, since they have a longer attention span, improved creativity and higher memory recall. Even when time is at a premium, a small breakfast is better than none at all. Those who eat something in the morning are more likely to meet their nutritional recommened daily intake (RDI).

Drinking coffee is quite acceptable on-the-go, so why not a healthy cereal beverage? It is a logical step to suggest a liquid breakfast. In fact this is a large and growing market segment with products with added fibres, vitamins, proteins and minerals already on the shelves.

This breakfast beverage boom is the result of a long period of research and development by food and beverage industry specialists and the benefits will go beyond the kitchen table or the bus stop. As specific needs for children, men and women are met, individual packages, labels and recipes will need to be designed and manufactured. Growth and innovation potential are on the menu.

In families where parents eat breakfast themselves, children and adolescents are most likely to follow, so – as in all things – it is up to the adults to set the example. Now there are good quality breakfast drinks available, perhaps there is a real alternative in our stressful lives.

Cheers,