



THE IMPORTANCE OF BREAKFAST

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It's just not breakfast without it.

got milk?

Nourish every day.

TheBreakfastProject.com

MilkPEP[®] got milk?
Milk Processor Education Program

The Breakfast Project

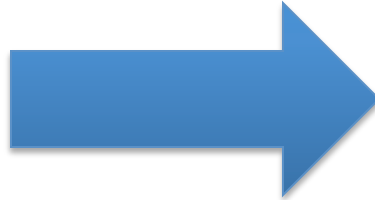
Breakfast at Retail

Supermarket RD Resources



Why Breakfast?

NUTRIENTS



Skipping breakfast, or missing out on milk with your morning meal, makes it nearly impossible to achieve adequate intakes of key nutrients.

FOCUS/FUEL



Breakfast helps kids concentrate in the classroom. And adults need it to have sufficient energy to tackle the day's to-do list.

WEIGHT

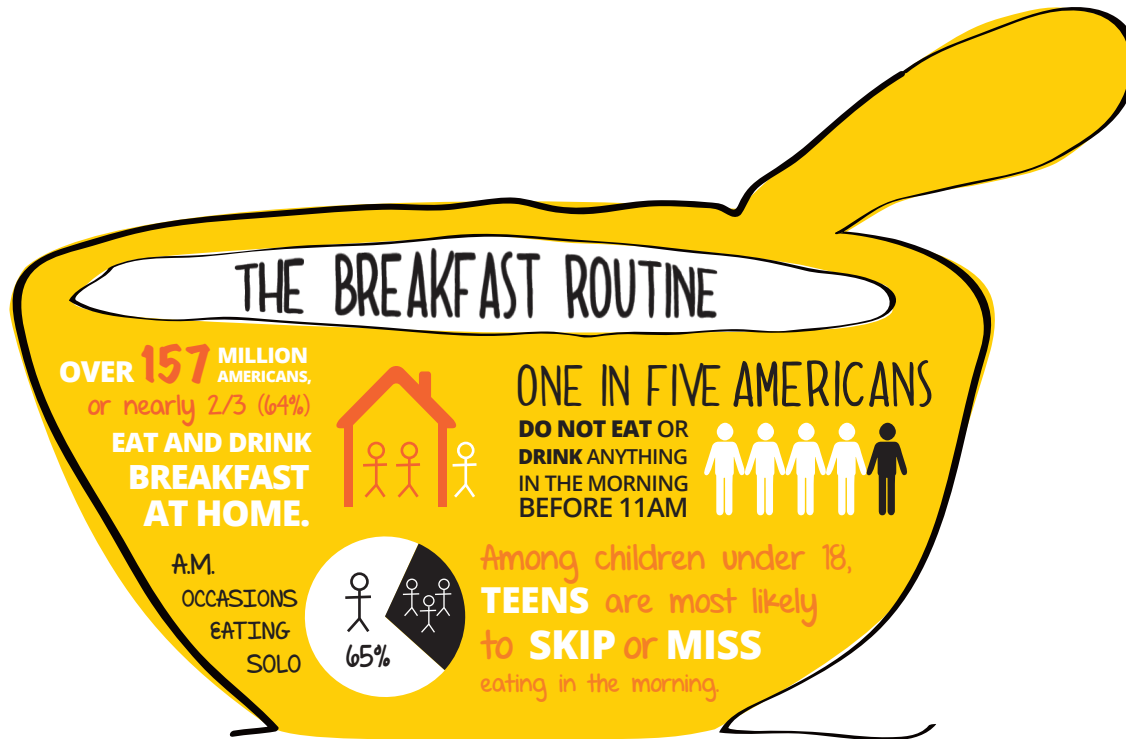


Eating breakfast is an important strategy for achieving and maintaining a healthy weight.



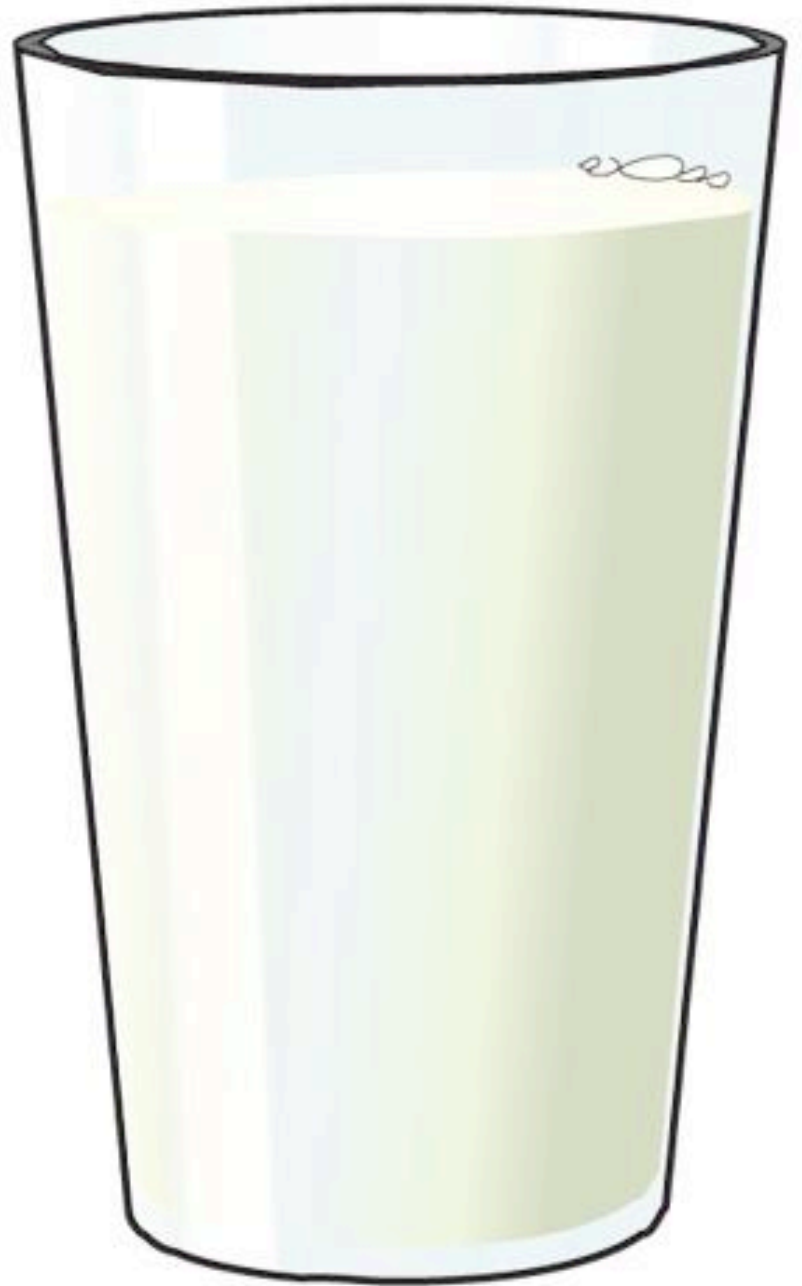
The NPD Group/Morning MealScape 2011; Radius. 2011 Breakfast Deep Dive. Conducted for the Milk Processor Education Program. September 2011; 2010 Dietary Guidelines for Americans.





18 Million

Online Conversations
About Breakfast

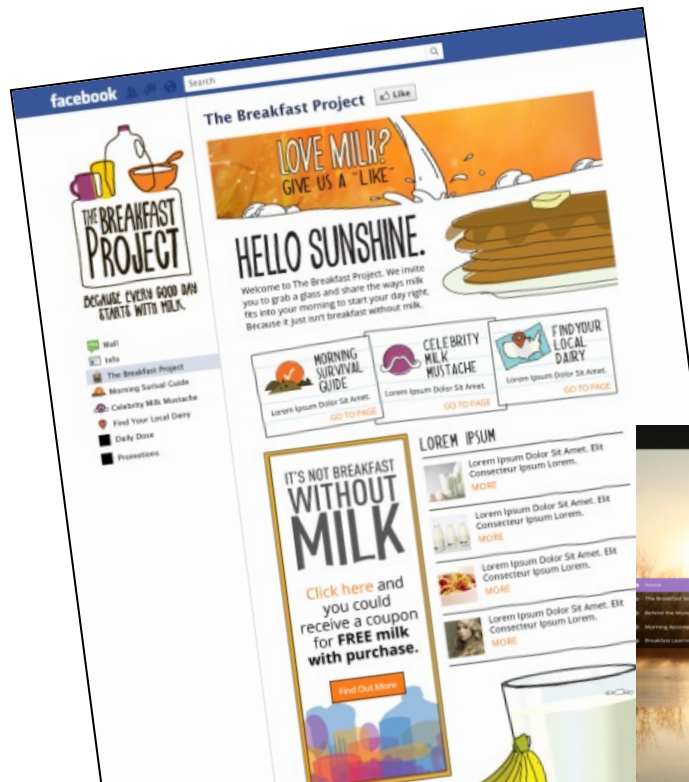




THE BREAKFAST PROJECT

BECAUSE EVERY GOOD DAY STARTS WITH MILK.

The Breakfast Project is a movement to help make over America's mornings



@MilkMustache



BREAKFAST LEARNING LAB

THE BREAKFAST PROJECT



Beth Gordon, Elizabeth Ward and 320 others like this.

Search The Breakfast Project



GOOD STARTS RECIPES TO KICK OFF GREAT DAYS



Makes 2 servings, 6 ounces of milk per serving.

Banana Breakfast Shake

Ingredients

- 1 1/2 cups fat free or lowfat milk
- 1 peeled and sliced medium banana, frozen
- 1/2 tsp vanilla extract, optional
- 1/4 tsp almond extract, optional
- cinnamon for garnish, optional

Directions

In a blender container combine all ingredients, except cinnamon. Blend until smooth, about 20 seconds. Pour into glasses and garnish with a sprinkle of ground cinnamon, if desired.

[Print This Recipe](#)



[SEE MORE RECIPES](#)

?

DID YOU KNOW?

Drinking milk in the morning may help stave off lunchtime hunger, according to a recent study.

MORE ↗

MORE ↘

got milk?

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Nutrition

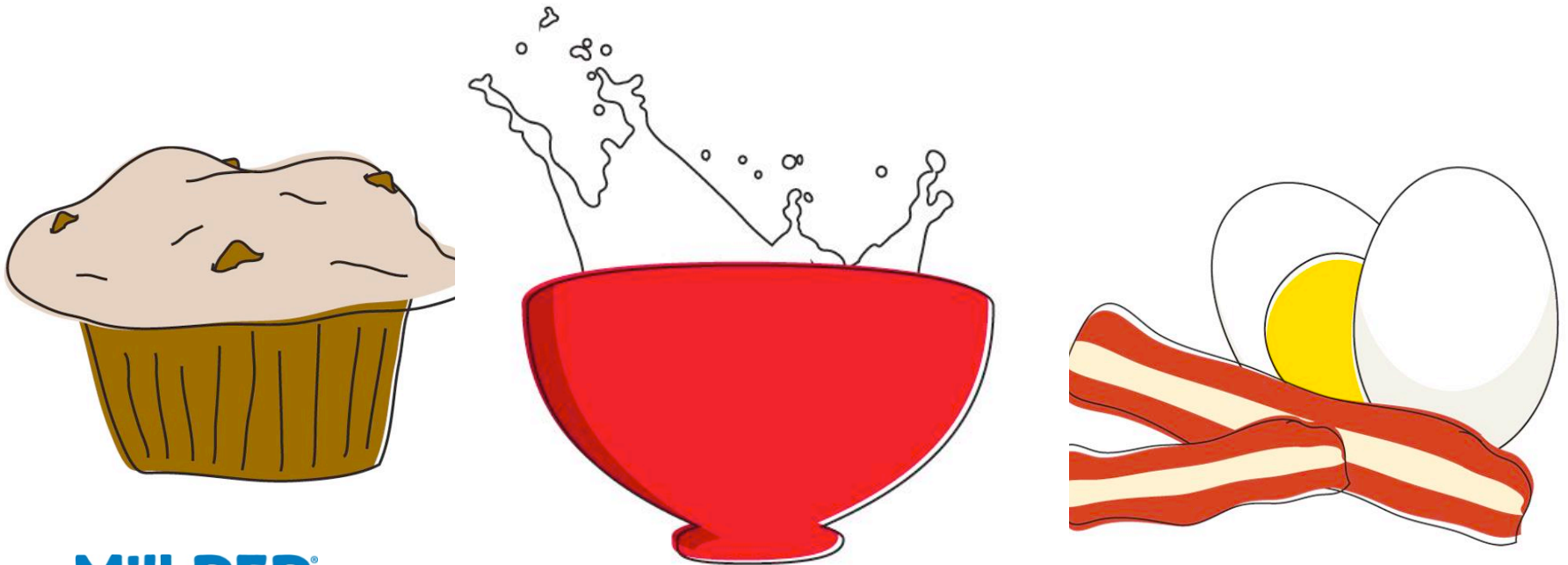
170 calories, 12g fat, 12g protein, 23g carbohydrate, 10g sugar, 10g cholesterol, 7g protein, 23g carbohydrate.

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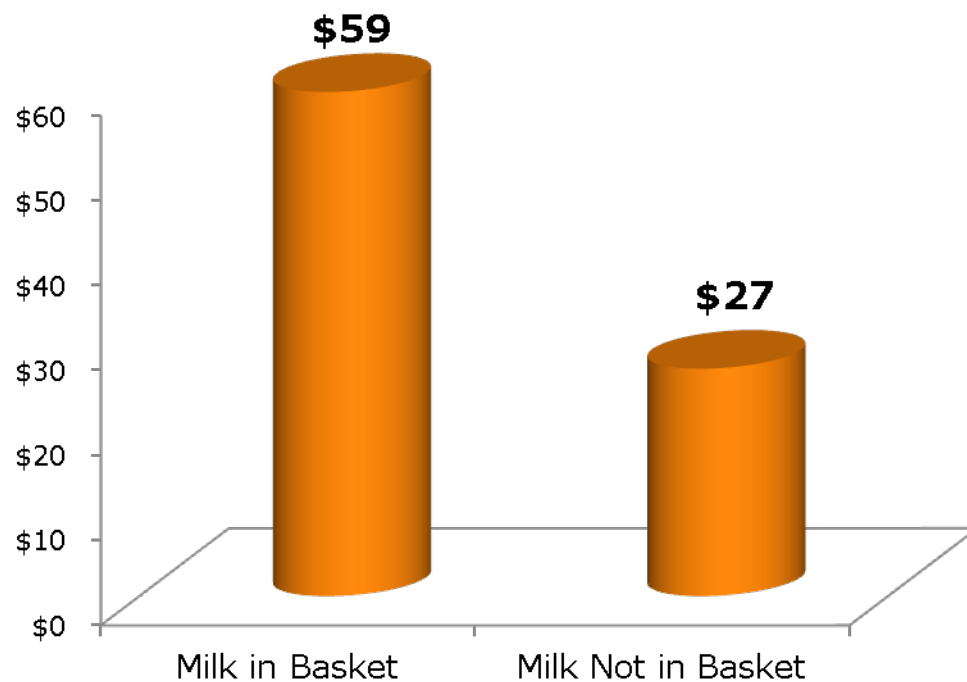
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BREAKFAST AT RETAIL



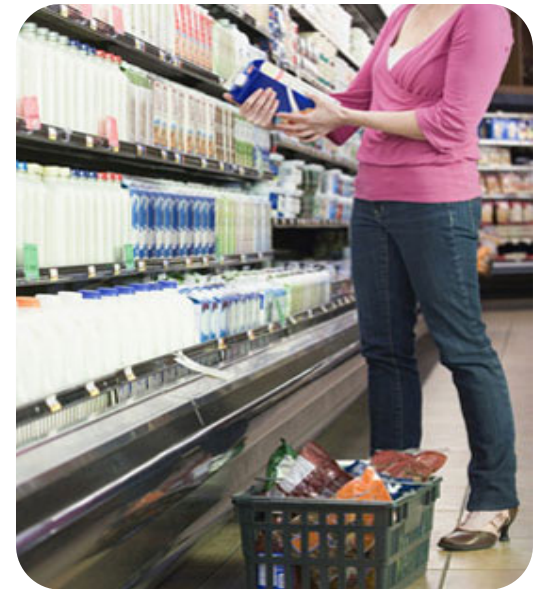
The average shopper's basket size doubles when milk is purchased - increasing average dollars spent from \$27 to \$59



Average Basket Size Among Top Shoppers*

Breakfast at Retail: The Statistics

- Converting shoppers who skip or eat breakfast away from home equals an **\$8.9 billion opportunity**
- **93%** of Americans agree that breakfast is the most important meal, but only 44% eat breakfast every day
- **57%** of shopping trips are occasion-based; allowing for a new marketing trend to capture business



Breakfast at Home Still Dominates



14% of breakfasts
are purchased
away-from-home

Converting out-of-home breakfast to at-home
breakfast is worth **\$5.2 Billion** at Retail

Creating an Integrated Meal Solution for Breakfast



Retailers across the US have already started to test new ways to bring an integrated breakfast strategy to life in their stores



A Pilot Test: How Does Breakfast Impact Sales?

Working with
select retailers
and manufacturer
partners to pilot
test various
breakfast in-store
retail test modules



SUPERMARKET RD RESOURCES

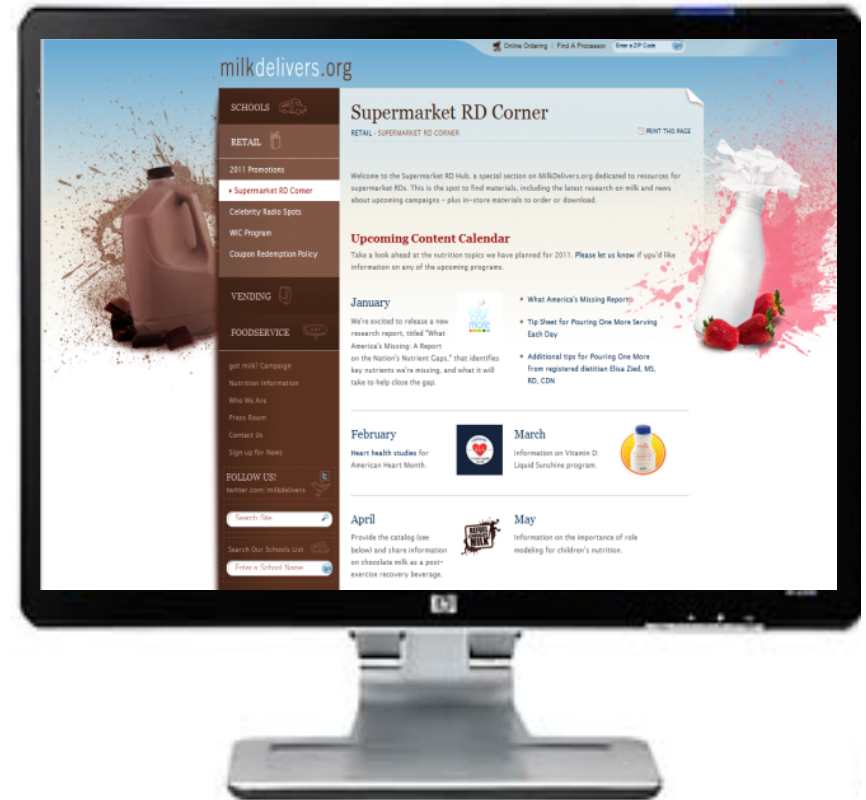
Bringing Breakfast to Life at Retail



1. GotMilkSales.org

Supermarket RD Hub

- Dedicated resource hub on GotMilkSales.org (formerly MilkDelivers.org)
- Bi-monthly e-blasts with campaign updates and materials relevant to timely initiatives (via download or by request)





1. GotMilkSales.org

2. Order in-store tools

Breakfast Tools

- **POS Materials** - Wobblers, clings and other in-store display premiums highlighting the benefits of milk at breakfast and milk as a recovery beverage
- **Creative Demo Toolkits** - Smoothie demo kits for in-store or at event demonstrations
- **Tips and Recipes** - Available to share on store websites and social media channels





1. GotMilkSales.org
2. Order in-store tools
3. Contact us for custom needs and programs



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THANK YOU!

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