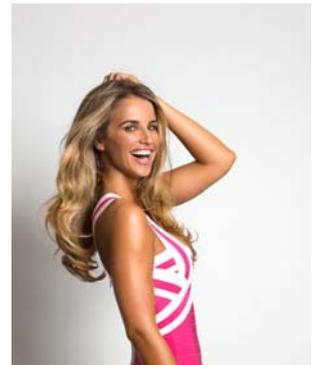




Your Mission should you choose to accept it:

Eat Breakfast!

Breakfast is undergoing a revival, led by on-trend pop up breakfast cafés, all day breakfast restaurants and grab'n'go innovations. Now the organisers of **Breakfast Week (24 – 30th January 2016)** have joined forces with TV presenter and model **Vogue Williams, who won the ITV Bear Gryll's Mission Survive programme**, to call on the nation to make it their mission to rethink breakfast.



Breakfast Week is organised by AHDB Cereals & Oilseeds on behalf of UK cereal farmers and producers, who grow and make the foods we all enjoy at breakfast.

AHDB researchⁱ shows that when people skip breakfast:

- three in ten (30%) say they lack energy and one in seven (14%) feel grumpy
- they consume an extra 252 kcals a day
- they are twice as likely to reach for a bag of crisps or a biscuit mid-morning than breakfast eaters.

Yet, with the help of a few simple tricks and ideas, anyone can make up a tasty breakfast to enjoy at home, at work or on the go that will keep them smiling throughout the morning. Studies show that eating breakfast can give you more energyⁱⁱ, help reduce stress levelsⁱⁱⁱ, improve concentration^{iv} and mood^v and may even help you to manage your weight.^{vi}

Vogue Williams has accepted her own 'Mission Breakfast' which is to create, from scratch, a series of quick and simple breakfasts in under three minutes. She said: "I always feel healthier and happier when I eat breakfast. It's my favourite meal of the day and I'm really glad to be involved in this year's campaign because I'm learning

lots of fresh ideas on how to shake up my mornings with breakfasts that I love.” See how she gets on in a series of short videos on www.shakeupyourwakeup.com

Breakfast Week is an annual celebration with activities, promotions and events taking place across the country - all in honour of the first meal of the day. To see who is taking part, find out how you can get involved, and for Mission Breakfast ideas and inspiration head to www.shakeupyourwakeup.com.*

Join the breakfast conversation on Twitter using [#BreakfastWeek](https://twitter.com/breakfastweek) or follow [@breakfastweek](https://www.facebook.com/ShakeUpYourWakeUp) or on Facebook at [ShakeUpYourWakeUp](https://www.facebook.com/ShakeUpYourWakeUp)

ENDS

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*New website launches October 2015

Editor's notes:

About Breakfast Week

Breakfast Week (24 – 30th January 2016) is now in its 17th year and aims to raise awareness of the importance of eating breakfast.

- The campaign is organised by AHDB Cereals & Oilseeds, a division of the Agriculture and Horticulture Development Board (AHDB) www.ahdb.org.uk
- AHDB Cereals & Oilseeds aims to deliver a world-class arable industry through independence, innovation and investment. It funds research, marketing, export and promotional activities for the cereals and oilseeds sector in the UK. Find out more at cereals.ahdb.org.uk

What we can offer media?

- Videos of Vogue Williams' attempting a 'Shake Up Your Wake Up Mission Breakfast' (videos available from December 2015)

- NEW Breakfast recipes and ideas – ranging from **Breakfast Omelette Wrap** or **Chia Seed Pots** to **Posh Beans on Toast** and **Green Breakfast Smoothie**
- Exclusive breakfast recipe from TV presenter and chef, Rachel Allen: **Roast Mushroom, Tomato and Bacon Breakfast Burger**
- Mission Breakfast Guide created by UK dietician Nichola Whitehead with accompanying video (video available from December 2015)
- Details on breakfast celebrations taking place across the country during Breakfast Week

ⁱ Survey statistics from a survey of 2,000 UK adults conducted on behalf of Breakfast Week by One Poll between 9th and 11th December 2014.

ⁱⁱ The Causal Role of Breakfast in Energy Balance and Health, Bath Breakfast Project, published in The American Journal of Clinical Nutrition, June 2014

ⁱⁱⁱThe Cognitive Effects of Breakfast Study, Mindlab Laboratory, Sussex Innovation Centre, Brighton (March 2012)

^{iv} The glycaemic potency of breakfast and cognitive function in school children. Kings College London, published in European Journal of Clinical Nutrition, September 2010 / Cognitive Drug Research, in conjunction with HGCA (2004) (former name of AHDB Cereals & Oilseeds)

^v The Effect of Breakfast Prior to Morning Exercise on Cognitive Performance, Mood and Appetite Later in the Day in Habitually Active Women, Northumbria University, published in Nutrients July 2015

^{vi} Morning meal more efficient for fat loss in a 3-month lifestyle intervention. San Raffaele Rome Open University, Published in Journal of the American College of Nutrition May 2014