



BREAKFASTS IN EUROPE

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WHY EAT BREAKFAST?

Breakfast provides essential nutrients and fibre necessary for a healthy body and lifestyle

Eating a nutritious breakfast helps refuel the body and brain with energy and nutrients after a night's sleep. People who eat breakfast are better able to carry out their daily activities. Research shows that essential nutrients missed at breakfast are not compensated for during the other meals of the day.⁽¹⁾⁽²⁾⁽³⁾

Eating breakfast helps control appetite

Breakfast helps to stabilise blood sugar levels, which regulate appetite and energy. People who eat breakfast are less likely to be hungry and overeat during the rest of the day.⁽⁴⁾⁽⁵⁾

People who eat breakfast tend to be slimmer than those who skip it

Breakfast consumption is associated with lower incidence of people being overweight and obese. Several studies show that obese and overweight children eat less at breakfast and more at dinner than their lean counterparts.⁽⁶⁾⁽⁷⁾⁽⁸⁾⁽⁹⁾⁽¹²⁾

Eating breakfast contributes to cognitive performance

Breakfast helps to improve concentration at school.

Research shows that children who skip breakfast are not as efficient in the selection of critical information in problem solving as those who eat breakfast.⁽¹⁰⁾

It allows for quality time spent with the family

Breakfast is also an excellent occasion to eat together with the family and indeed children who eat with their parents in the morning have more nutritious breakfasts.

Eating a nutritious breakfast develops good eating habits that will last a lifetime.⁽¹¹⁾

THE IMPORTANCE OF BREAKFAST

Breakfast literally means "breaking the fast" after a night's sleep. Being the first meal of the day, it is also the most important. Most people do not eat for up to 12 hours between the time of their evening meal and breakfast on the following day – during this time energy levels fall. The first meal of the day is the most important because it supplies the body and brain with the necessary nutrients after a night's sleep and energy for the morning ahead.

ABOUT CEEREAL

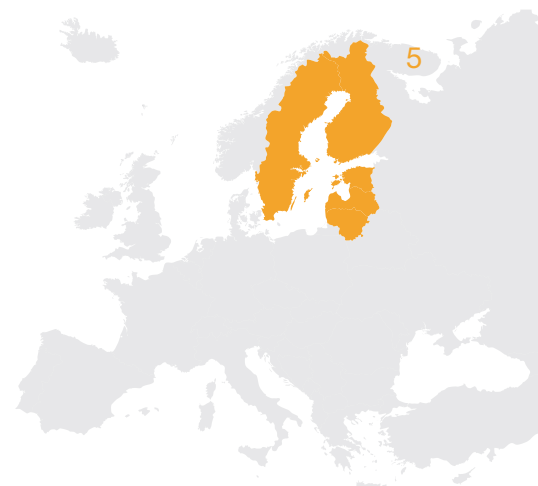
CEEREAL represents the breakfast cereal and oat milling industries towards the European Union and its institutions, industry and consumer associations, as well as consumers. **CEEREAL** was established in 1992 and counts today 11 member associations and 8 associate members in 14 European countries.



(1) Gibson & O'Sullivan (1995). Breakfast cereal consumption patterns and nutrient intakes in British schoolchildren. *Journal of Royal Society of Health* 115-6): 366-370. (2) Preziosi P; Galen P, Deheeger M, Yacoub N, Drewnowski A & Herberg S. (1999). Breakfast type, daily nutrient intakes and vitamin and mineral status of French children, adolescents and adults. *J Am Coll Nutr*, 18(2): 171-178 (3) Cho S et al (2003). The effect of Breakfast Type on Macronutrient Intakes and Body Mass Index (BMI) of Americans. *J Am Coll Nutr*. 22:296-302 (4) Taylor Nelson Sofres out of home survey, UK. 2003. (5) Johns Hopkins Bloomberg School of Public Health, American Journal of Epidemiology Advance Access (December 2007) approved by the Norfolk, UK, Health District Ethics Committee. (6) Bellisle F, Rolland-Cachera MF, Deheeger M, Guillaud-Bataille M. (1988). *Appetite*; 11:111-118. (7) Keski-Rahkonen A, Kaprio J, Rissanen a, Virkkunen M & Rose RJ. (2003). Breakfast skipping and health compromising behaviors in adolescents and adults. *Eur J Clin Nutr*, 57: 842-853. (8) Bertus Forslund H, Lindroos AK, Sjostrom L et Al. Meal patterns and obesity in Swedish women - a simple instrument describing usual meal types, frequency and temporal distribution. *Eur J Clin Nutr* 2002;56:740-7 (9) European Journal of Clinical Nutrition (2007) 1-8 & 2007 Nature Publishing Groupe All Rights reserved 0954-3007/07 (10) Pollitt et al (1981) *Am. J. Of Clin. Nutr* 34:1526-1533 (11) Kennedy E. Davies C (1998). US Department of Agriculture School Breakfast Programme. Proceedings of the Napa Valley Symposium Cognition and School learning 1995. *Am. J. Clin. Nutr.* 1998; 67: 743S-5S. (12) Williams PG. The Benefits of Breakfast Cereal Consumption: A Systematic Review of the Evidence Base. *Adv Nutr* 2014;5:636S-673S. doi:10.3945/an.114.006247







TYPICAL BREAKFASTS IN EUROPE

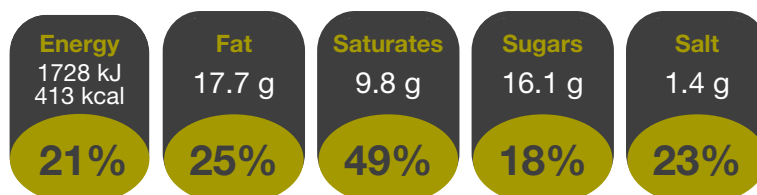
SWEDEN, FINLAND AND THE BALTICS (ESTONIA, LATVIA, LITHUANIA)



Breakfast in Northern Europe is usually a savoury affair. Typically it comprises bread and butter with cheese or sliced meat such as ham, accompanied by tea or coffee. Muesli and yogurt is another breakfast option often consumed.



	energy kJ / kcal	fat g	saturates g	sugars g	salt g
 Tea (200 ml)	0.0 / 0.0	0.0	0.0	0.0	0.0
 Semi skimmed milk (200 ml)	384.9 / 92.0	3.0	1.8	9.6	0.2
 2 slices of rye bread (60 g)	574.8 / 137.4	1.8	0.6	1.3	0.8
 Butter (14 g)	435.5 / 104.1	11.5	7.0	0.1	0.0
 Ham (40 g)	189.1 / 45.2	1.3	0.5	0.0	0.4
 Fruit (1/2 kiwi) (60 g)	144.3 / 34.5	0.1	0.0	5.1	0.0



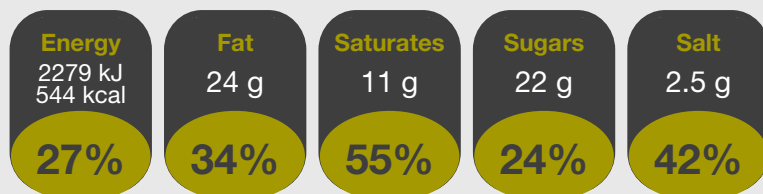
UK AND IRELAND

Traditional UK or Irish breakfasts are possibly among the heaviest in Europe often consisting of a fried egg, bacon, beans and toast (sausages can also provide an alternative to bacon), accompanied by tea, usually with milk. While popular in the past, changes in lifestyles and ever-increasing time constraints have meant that people only tend to eat such breakfasts at weekends or special occasions. Breakfast cereals now tend to be the breakfast of choice for both children and adults in the UK and Ireland.



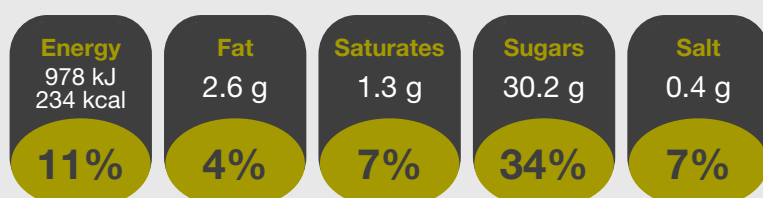
BREAKFAST TYPE 1

	energy kJ / kcal	fat g	saturates g	sugars g	salt g
Egg (50 g)	317.9 / 76.0	5.6	1.9	0.2	0.1
Bacon (50 g)	361.9 / 86.5	4.3	1.6	0.2	1.5
Baked beans (30 g)	135.5 / 32.4	0.2	0.0	0.1	0.0
2 slices of wholemeal bread toasted (60 g)	605.5 / 144.6	1.4	0.4	1.7	0.9
Tea (200 ml) with 50 ml of semi skimmed milk	92.2 / 23.0	0.8	0.4	2.4	0.0
Orange juice (200 ml)	326.3 / 78.0	0.2	0.0	17.2	0.0
Butter (14 g)	435.5 / 104.1	11.5	7.0	0.1	0.0



BREAKFAST TYPE 2

	energy kJ / kcal	fat g	saturates g	sugars g	salt g
Breakfast cereal (30 g)	468.6 / 112.0	0.5	0.2	7.0	0.3
Semi skimmed milk (125 ml)	240.5 / 57.5	1.9	1.1	6.0	0.1
Fruit (150 g)	268.1 / 64.1	0.2	0.0	17.2	0.0
Tea (200 ml)	0.0 / 0.0	0.0	0.0	0.0	0.0







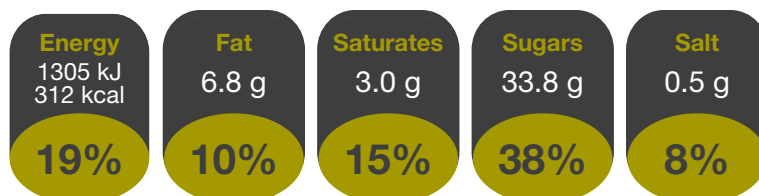
AUSTRIA, DENMARK, GERMANY AND THE CZECH REPUBLIC



In these countries breakfast is typically bread with cheese spreads or cold meats such as salami or ham, although muesli consumed with fruit is also a common alternative.








	energy kJ / kcal	fat g	saturates g	sugars g	salt g
 Coffee (125 ml)	0.0 / 0.0	0.0	0.0	0.0	0.0
 Muesli (45 g)	610.8 / 146.0	2.7	0.5	8.6	0.2
 Yogurt (125 g)	428.8 / 102.5	4.1	2.5	10.6	0.3
 Fruit (150 g)	268.1 / 64.1	0.0	0.0	14.6	0.0

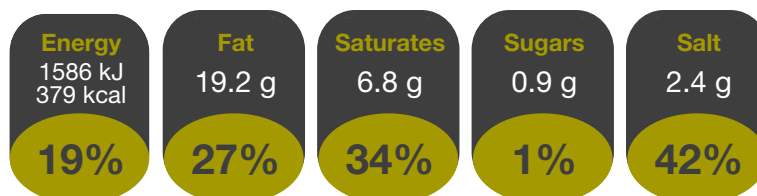


EASTERN EUROPE (POLAND, ROMANIA, BULGARIA, HUNGARY, SLOVAKIA)

Breakfast in Eastern Europe tends to be similar to that of Northern Europe but includes eggs and vegetables, such as cucumber and tomato.

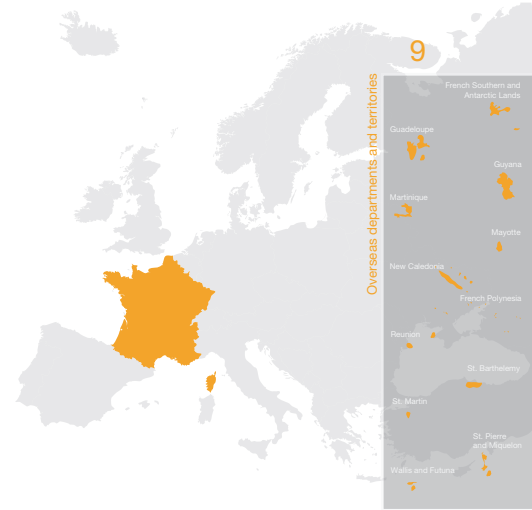
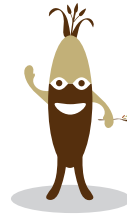


	energy kJ / kcal	fat g	saturates g	sugars g	salt g
 Coffee (125 ml)	0.0 / 0.0	0.0	0.0	0.0	0.0
 2 slices of white bread (60 g)	672.7 / 160.8	1.7	0.5	0.0	0.9
 Salami (40 g)	577.3 / 138.0	11.9	4.4	0.1	1.4
 Egg (50 g)	317.9 / 76.0	5.6	1.9	0.2	0.1
 Cucumber (50 g)	16.7 / 4.0	0.0	0.0	0.6	0.0



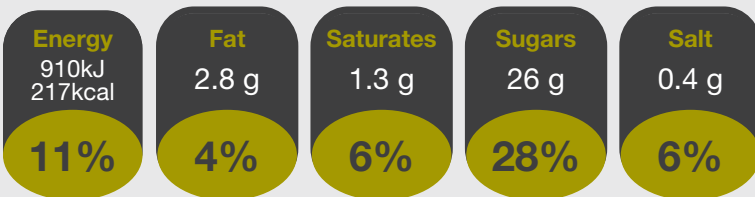
FRANCE

The traditional French breakfast (or the so-called “continental breakfast”) is either consumed with bread (*baguette*), butter and jam or a pastry, such as a croissant or *pain au chocolat*. Breakfast cereals are also a popular choice, both among children and adults.



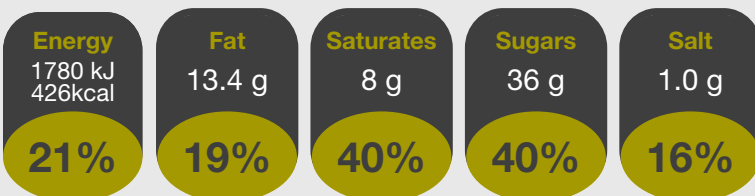
BREAKFAST TYPE 1

	energy kJ / kcal	fat g	saturates g	sugars g	salt g
Breakfast cereals (30 g)	468.6 / 112.0	0.5	0.2	7.0	0.3
Semi skimmed milk (125 ml)	240.5 / 57.5	1.9	1.1	6.0	0.1
Fruit (100 g)	201.0 / 48.0	0.1	0.0	13.0	0.0



BREAKFAST TYPE 2

	energy kJ / kcal	fat g	saturates g	sugars g	salt g
Coffee (125 ml)	0.0 / 0.0	0.0	0.0	0.0	0.0
1/3 baguette (50 g)	592.0 / 141.5	1.0	0.3	1.0	0.8
Jam (20 g)	204.1 / 48.8	0.0	0.0	12.0	0.0
Butter (10 g)	310.8 / 74.3	8.2	5.0	0.1	0.0
Orange Juice (150 ml)	244.0 / 58.5	0.1	0.0	13.0	0.0
Yogurt (125 g)	428.8 / 102.5	4.1	2.5	10.6	0.3







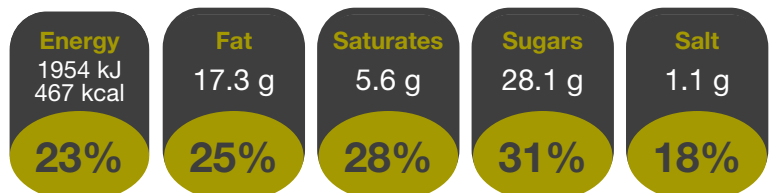
BELGIUM AND LUXEMBOURG

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Breakfast in Belgium and Luxembourg resembles that of France although children in these countries tend to prefer chocolate spread on their bread rather than jam.



	energy kJ / kcal	fat g	saturates g	sugars g	salt g
 2 slices of white bread (60 g)	672.7 / 160.8	1.7	0.5	0.0	0.9
 Chocolate spread (30 g)	571.1 / 136.5	12.4	3.3	1.3	0.0
 Semi skimmed milk (200 ml)	384.9 / 92.0	3.0	1.8	9.6	0.2
 Orange juice (200 ml)	326.3 / 78.0	0.2	0.0	17.2	0.0








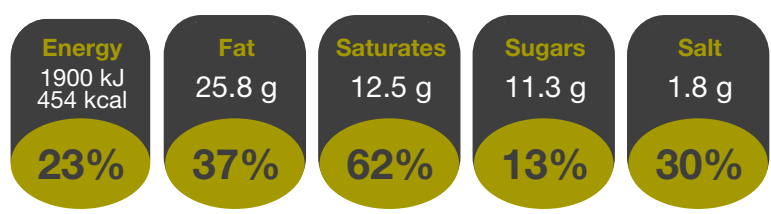
THE NETHERLANDS



People in the Netherlands often eat brown bread with Gouda cheese for breakfast. After their cheese sandwich children also frequently eat some bread with a sweet spread such as chocolate spread.



	energy kJ / kcal	fat g	saturates g	sugars g	salt g
 2 slices of brown bread (60 g)	607.5 / 145.2	2.1	0.5	1.7	0.8
 Margarine (10 g)	411.7 / 98.4	10.9	4.6	0.0	0.1
 Cheese (Gouda) (30 g)	497.4 / 118.9	9.8	5.6	0.0	0.7
 Tea (200 ml)	0.0 / 0.0	0.0	0.0	0.0	0.0
 Semi skimmed milk (200 ml)	384.9 / 92.0	3.0	1.8	9.6	0.2

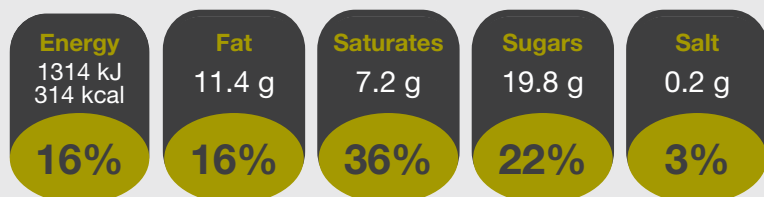




The Italian breakfast tends to be rather small. Some eat dry biscuits while others only drink a cappuccino. Because of this Italians usually have a snack between 10am and 11am. Lots of Italians eat breakfast at the “bar” on their way to work. In these instances their breakfast more resembles the typical French one with a croissant.

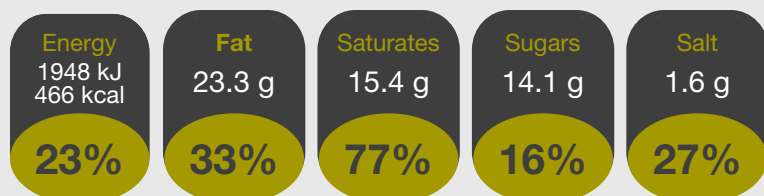
BREAKFAST TYPE 1

	energy kJ / kcal	fat g	saturates g	sugars g	salt g
Coffee (125 ml)	0.0 / 0.0	0.0	0.0	0.0	0.0
Semi skimmed milk (200 ml)	384.9 / 92.0	3.0	1.8	9.6	0.2
5 biscuits (48 g)	928.8 / 222.0	8.4	5.4	10.2	0.0



BREAKFAST TYPE 2

	energy kJ / kcal	fat g	saturates g	sugars g	salt g
Semi skimmed milk (200 ml)	384.9 / 92.0	3.0	1.8	9.6	0.2
Croissant (80 g)	1563.1 / 373.6	20.3	13.6	4.5	1.4








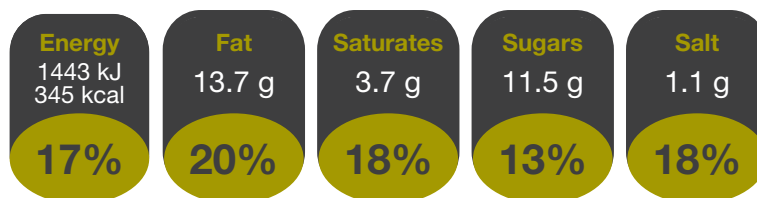
SPAIN



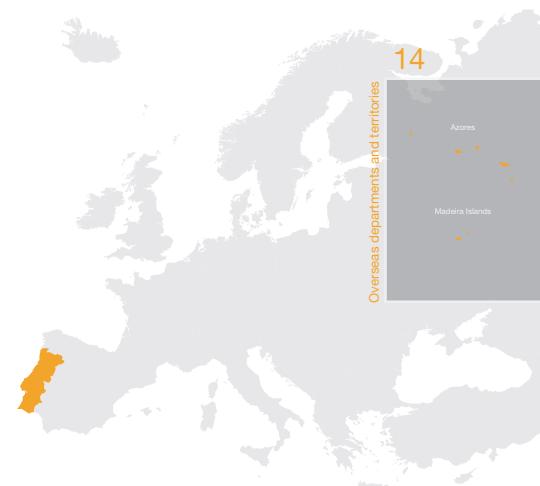
In the morning, the Spanish tend to eat toast with butter and jam or with olive oil drizzled over it and/or crushed raw tomatoes. The second most popular breakfast in Spain is biscuits with a drink. Recently, breakfast cereals have become a popular choice for Spanish children.



	energy kJ / kcal	fat g	saturates g	sugars g	salt g
 Coffee (125 ml)	0.0 / 0.0	0.0	0.0	0.0	0.0
 Semi skimmed milk (200 ml)	384.9 / 92.0	3.0	1.8	9.6	0.2
 2 slices of white bread toasted (60 g)	672.7 / 160.8	1.7	0.5	0.0	0.9
 Olive oil (9 g)	338.4 / 80.9	9.0	1.4	0.0	0.0
 Raw tomatoes (100 g)	46.0 / 11.0	0.0	0.0	1.9	0.0



PORTUGAL







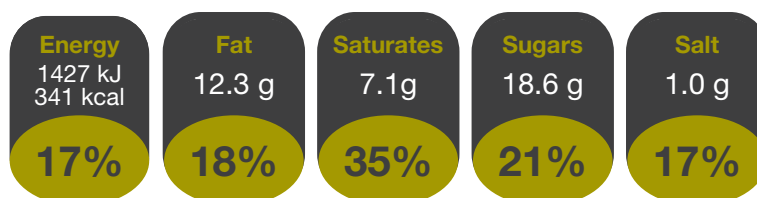
Overseas departments and territories

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A typical Portuguese breakfast usually consists of bread and butter accompanied by a glass of milk with added sugar and a touch of coffee.



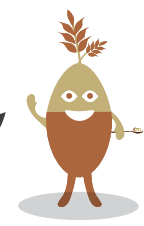
	energy kJ / kcal	fat g	saturates g	sugars g	salt g
 White bread roll (50 g)	602.4 / 144.5	1.1	0.3	1.1	0.8
 Butter (10 g)	310.8 / 74.3	8.2	5.0	0.1	0.0
 Semi-skimmed milk (200 ml)	384.9 / 92.0	3.0	1.8	9.6	0.2
 White sugar (8 g)	128.4 / 30.7	0.0	0.0	7.8	0.0



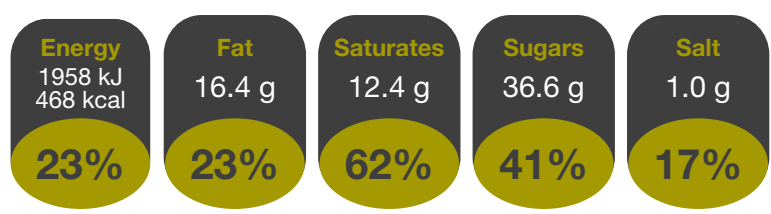
GREECE AND CYPRUS



In Greece and Cyprus people tend to eat a mixture of sweet and savoury foods for breakfast. In addition to a breakfast of Greek yogurt and honey with bread, a Tyropita (or *spanakopita*), made with layers of buttered phyllo pastry and filled with a cheese-egg mixture, is also a common breakfast choice. As an alternative it is also popular to eat feta cheese, black olives, cucumber and tomato.



	energy kJ / kcal	fat g	saturates g	sugars g	salt g
 Coffee (125 ml)	0.0 / 0.0	0.0	0.0	0.0	0.0
 2 slices of wholemeal bread (60 g)	605.0 / 144.6	1.4	0.4	1.7	0.9
 Fruit (150 g)	286.1 / 64.1	0.0	0.0	14.6	0.0
 Greek yogurt (150 g / 10% fat)	815.88 / 195.0	15.0	12.0	4.5	0.1
 Honey (20 g)	267.7 / 64.0	0.0	0.0	15.8	0.0



WHAT ARE REFERENCE INTAKES (RIs)?

Reference Intakes (RIs), also known as Guideline Daily Amounts (GDAs), is the new term¹ for the nutrition icons available on the front of pack of many products. RIs are a guide to how much energy and key nutrients the average healthy person needs in order to have a balanced diet.

RI labels tell you at a glance how much of each nutrient (i.e. calories, fat, saturates, sugars and salt) is contained in a portion of food within the context of the average daily requirements for each.

RIs are a guide, not a target. They are guideline values based on the requirements of a healthy person of average weight having an average level of activity. Active men in general will have higher requirements and younger children typically lower.

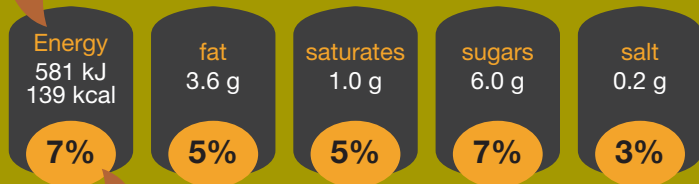
As part of a healthy balanced diet, an average adult's reference intakes for a day are:

Energy or nutrient	Reference intake
Energy	8400 kJ / 2000 kcal
Total fat	70 g
Saturates	20 g
Carbohydrate	260 g
Sugars	90 g
Protein	50 g
Salt	6 g

HOW TO READ RIs?

The five key nutrient icons will usually appear together on packs like this:

kJ/kcal: 581 kJ/139 kcal – This is the normal amount of calories in one serving of the product



7% – This is the percentage that the total calories in one serving contributes to a person's daily energy intake (as a reference)

Referring to this example, we can see at a glance that a single portion of the product contains 581 kJ/139 kcal. The average daily requirement for calories is approximately 8400 kJ/2000 kcal. This product therefore provides 7% of a person's daily energy intake (as a reference).



¹ New term introduced with the Food Information to Consumers Regulation (EU) N° 1169/2011.

For more information on Reference Intakes, please visit www.referenceintakes.eu