



Did you know cereal was first invented in a health spa?

Did you know your mother was right? About breakfast being the most important meal of the day, that is. After a long night's sleep, breakfast supplies your body and brain with the nutrients you need to get into gear and keep going strong—until lunchtime, at least.



Back in the 1800s, Americans were eating mainly pork and beef for breakfast (and suffering from dyspepsia and digestive disorders as a result). During the Civil War this low-fiber diet caused widespread gastro distress, and soon sanitoriums popped up to prescribe better nutrition and exercise. It was at one of these early-day health spas that cereal was first invented. Dr. James Caleb Jackson made something called “granula” from graham flour and water. Although it was reportedly tasteless and hard as a rock, it did the trick and ushered in a new movement in breakfast foods. Ready-to-eat cereal flakes emerged on the scene at the turned of the century and around 1900 the Swiss created Muesli (invented by another health guru with a sanitarium).

Over the years, cereal has evolved to suit all tastes. Although it's no longer prescribed in sanitoriums, good old cereal and milk still a great breakfast choice. Ready-to-eat cereal has more nutrients and fewer calories and is also more cost-effective than almost any other breakfast option. It certainly gives you the most bang for your buck!

Ready-to-eat fortified cereals pack in vitamins, minerals and key essential nutrients—without packing on calories. Those made with whole grains are your best bet. Eating whole grains as part of a healthy diet may help with heart health, weight management, certain cancers and diabetes management. Plus, they're a great way to help you meet your 21—38 g/day fiber.

Did you know that only one in 10 children get enough vitamin D and about 6 out of 10 don't get the recommended amounts of calcium? Cereal and milk is one of the best ways to ensure that everyone in your family gets their minimum, and more. The calcium and vitamin D in milk are critical for developing strong, healthy bones.



Studies show that nutrients missed at breakfast, like calcium, fiber, and certain vitamins and minerals, are rarely made up for during the day. Just one more reason to get out a bowl and strike while the iron's hot!

Keep in mind that cereal is not just for breakfast! Snack on cereal and up your vitamin, mineral and fiber intake. It's also a tasty way to take the edge off hunger and prevent overeating at meals. Whether enjoyed in a bowl with milk, eaten by the handful or sprinkled on yogurt, cereal is one of the world's tastiest and most satisfying health foods.