



## LIQUID BREAKFAST PRODUCTS

Australians agree breakfast is the most important meal of the day<sup>1</sup>, but sometimes the morning rush makes it tough to find even five minutes for a bowl of cereal.

Twenty years ago, 90% of Australians ate breakfast at home.<sup>2</sup> These days 20% of Australian adults skip breakfast most mornings. In addition, more than 20% are more likely to eat breakfast 'on the go' or at their desk - a figure that jumps to nearly 40% for full time workers.<sup>3</sup>

In our time-poor society, many people are looking for breakfast solutions that are healthy, tasty, convenient and mobile.

Liquid breakfasts can help form part of a balanced breakfast when time pressures prevent a sit-down breakfast.

- Most products provide around 700-900kJ/per 250ml serve, which is similar to the amount of energy from a bowl of breakfast cereal and milk.
- Nutritionally, most liquid breakfasts are:
  - Low in fat
  - Low in salt
  - Low Glycaemic Index (GI)
  - High in calcium
  - A source of protein
  - A source of fibre
  - A source of vitamins and minerals including B group vitamins, folate, niacin and iron.

Liquid breakfasts are popular, and particularly so with Gen Y – the age group most likely to skip breakfast altogether.<sup>3</sup> In fact, in 2012, nearly one in four (22%) Australian households consumed liquid breakfast products.<sup>1</sup>

ABCMF members place detailed nutrition information on liquid breakfast products to help Australians make informed choices about the foods they choose. All nutrition information on ABCMF member products meets the requirements of current labelling legislation.

### References

1. ABCMF. Breakfast behavioural & attitudinal analysis by subgroups. Market Tools. December 2012.
2. Williams P. What Australians eat for breakfast: an analysis of data from the 1995 National Nutrition Survey. Nutrition & Dietetics 2002; 59: 103-112
3. Cereal Social Trends Report for ABCMF, 2012. McCrindle Research.

August 2013

The Australian Breakfast Cereal Manufacturers Forum is a member-funded forum of the Australian Food and Grocery Council Locked Bag 1, Kingston ACT 2604, Ph: (02) 6273 1466 E: [breakfastcereal@afgc.org.au](mailto:breakfastcereal@afgc.org.au) W: [www.breakfastcereal.org.au](http://www.breakfastcereal.org.au)

