

BREAKFAST CEREALS:

TREND FOODS FOR THE EIGHTIES

Breakfast is back—a good reason to salute National Better Breakfast Month this September. Many nutritionists consider breakfast the most important meal of the day. It should provide about one-quarter of the day's nutritional needs, according to nutritionists, and there are many ways to achieve this goal.

Increasingly, the people's choice for the morning meal is a cereal breakfast, because it fits in so well with today's lifestyles. In fact, a recent National Menu Census shows that of all breakfasts eaten 38% include a ready-to-eat or hot cereal, and the number one breakfast choice of both children and adults is a bowl of cereal and milk.

Variety and moderation are the most reliable keys to a nutritious diet. Growing consumer interest in nutrition and health has focused increasing attention on the contribution grain foods such as breakfast cereals can make to the diet. This focus on grains is one of the important trends affecting breakfast cereals in the Seventies and likely to continue in the Eighties.

Most significant among these trends are:

A Way to Stretch Food Budgets. Consumers recognize that breakfast cereals are relatively inexpensive sources of nutrition. Early this year, the average national price of 14¢ for a bowl of ready-to-eat cereal with milk was significantly below average prices for other breakfast entrees.

Changing Lifestyles. With 60% of mothers of school-age children working outside the home, breakfast preparation by children is a fact of life. The rapid increase of one- and two-member households has resulted in greater individual responsibility for meals, increasing the appeal of convenient, nutritious, quick-to-serve foods such as breakfast cereals.

Growing Interest in Nutrition. Many nutritionists have suggested that an increase in consumption of complex carbohydrates, including cereal grains, would be a desirable dietary modification for many people. In fact, the U.S. Government's Dietary Guidelines suggest that for the American population as a whole, a reduction in current intake of fat

would be sensible. The guidelines recommend "foods which are good sources of fiber and starch, such as whole-grain breads and cereals, fruits and vegetables, beans, peas and nuts."

Breakfast cereals are important grain foods. And grains are recognized as excellent sources of several B vitamins, iron, complex carbohydrates and fiber. They are also low in fat. Moreover, the basic nutritional value of most ready-to-eat and some

hot cereals has been enhanced by the addition of nutrients through fortification.

Role of Fiber. Widespread interest in the role of fiber in the diet has increased demand for bran-type cereals. This increased demand is being met by the development of new and appealing bran-type cereals and a greater emphasis on the fiber content of a variety of other ready-to-eat and hot cereals.

Impact of Physical Fitness and Weight Consciousness. Physical fitness and weight consciousness had a greater impact on food choices in the 1970's than ever before. With this growing concern for weight control has come increased awareness of the importance of breakfast. The morning meal can supply significant amounts of nutrients with relatively few calories, thus helping to alleviate hunger pangs that lead to excessive snacking or heavier eating later in the day.



September is National Better Breakfast Month. Join the celebration by serving cereals and breakfast breads. Raisin 'N Bran Can Bread, Hearty Oat Flakes Muffins, Frosted Flakes Jammy Cake and Baker's Dozen Crunch Biscuits will perk up morning appetites and pave the way to a brighter day!

A GRAIN FOR ALL SEASONS

WHEAT: MOST WIDELY GROWN OF ALL CEREAL GRAINS

Convenient AM Creation
Shredded Wheat Biscuits
Topped with Lemon Yogurt
and Frozen Blueberries
Toaster Pastry
Milk Cinnamon Tea

Quick 'N Hearty Power Hitter

Pineapple-Grapefruit Juice
Whole Wheat Flakes Cereal
Milk Sliced Pears
Toasted Frozen French Toast
Peanut Butter Honey
Milk Coffee

OATS: THE CEREAL GRAIN HIGHEST IN PROTEIN

Jogger's Reward
Fresh Orange Juice
Toasted Oat Cereal
Sprinkled with Wheat Germ
Whole-grain Toast Butter
Herbal Tea Milk

Commuter's Choice

Apple Slices
Hearty Oat Flakes Muffins
Cream Cheese
Milk Coffee

CORN: THE AMERICAN INDIAN'S GREAT CONTRIBUTION TO THE DIET

Weekend Wakeup
Tomato Juice
Sausage Patties
Fried Eggs
Frosted Flakes Jammy Cake
Cocoa Coffee

Weight Watcher's Repast
Toasted Corn Flakes Multi-Vitamin
and Iron Supplement Cereal
Topped with Applesauce
Melba Toast Diet Margarine
Skim Milk Tea

RICE: BASIC LIFE-SUSTAINING FOOD TO MORE THAN HALF THE WORLD'S PEOPLE

September Send-off
Banana Slices and Orange Sections
Baker's Dozen Crunch Biscuits
Butter Preserves
Cocoa Coffee

Calorie Counter's Choice
Cantaloupe Wedge with Lime
or
Grapefruit Half
High Protein Ready-to-Eat Cereal
Skim Milk
Whole Wheat Toast
Coffee Tea

BRAN: THE OUTER COAT OF GRAINS—HIGH IN FOOD FIBER

Weekday Wakeup
Cottage Cheese and Peach Slices
Sprinkled with Wheat Germ
Raisin 'N Bran Can Bread
Cocoa Tea

Healthy Day Startup
Bite Size Bran Biscuits Cereal
with Plain Yogurt, Raisins and
Toasted Coconut
Whole-grain Toast Nut Butter
Skim Milk Tea

HEARTY OAT FLAKES MUFFINS

2 cups fortified oat flakes cereal
3/4 cup milk
1/3 cup vegetable oil
1 egg
1-1/2 cups all-purpose flour
1/2 cup sugar
1 tablespoon baking powder
1 teaspoon salt

Heat oven to 400°F. Combine cereal and milk; let stand a few minutes to soften cereal. Add oil and egg; mix well. Add combined remaining ingredients, mixing just until dry ingredients are moistened. (Batter will be very stiff.) Fill 12 greased or paper-lined medium-sized muffin cups 2/3 full. Bake at 400°F. about 20 minutes or until golden brown. Makes 1 dozen muffins.

FROSTED FLAKES JAMMY CAKE

2 cups sugar frosted corn flakes
1 cup milk
1/3 cup vegetable oil
1 egg
2 teaspoons grated lemon peel
1-1/2 cups all-purpose flour
1/4 cup sugar
1 tablespoon baking powder
1 teaspoon salt
1/3 cup preserves or jam

Heat oven to 375°F. Combine cereal and milk; let stand a few minutes to soften cereal. Add oil, egg and peel; mix well. Add combined remaining ingredients, mixing just until dry ingredients are moistened. Spread into greased 9-cup ring mold; bake at 375°F. about 35 minutes or until wooden pick inserted into cake comes out clean. Immediately loosen edges of cake from sides of pan; invert onto serving plate. Spoon preserves over top of cake; serve warm. Makes 1 ring coffee cake.

BAKER'S DOZEN CRUNCH BISCUITS

1-3/4 cups bite-size rice cereal biscuits,
coarsely crushed
1-1/2 cups all-purpose flour
1/2 cup shredded Cheddar cheese
4 crisply cooked bacon slices, crumbled
1 tablespoon baking powder
1/2 teaspoon salt
1 cup milk
1/3 cup vegetable oil

Heat oven to 425°F. Combine all ingredients except milk and oil; mix well. Add milk and oil, mixing just until dry ingredients are moistened. Drop by heaping tablespoonfuls onto greased cookie sheet; bake at 425°F. for 13 to 15 minutes or until golden brown. Makes about 13 biscuits.

RAISIN 'N BRAN CAN BREAD

1-1/2 cups whole bran cereal
1 carton (8 ounces) plain
yogurt
1/2 cup water
1/2 cup raisins
1/2 cup butter or margarine,
melted
1/2 cup sugar
1 egg

Heat oven to 350°F. Combine cereal, yogurt, water and raisins; mix well. Let stand a few minutes to soften cereal. Add butter, sugar, egg and peel; mix well. Add combined remaining ingredients, mixing just until dry ingredients are moistened. Divide batter evenly between 4 greased 16-oz. vegetable cans. Bake directly on center oven rack at 350°F. for 45 to 50 minutes or until wooden pick inserted in center comes out clean. Cool 10 minutes; remove from cans. Cool completely on wire cooling rack. Makes 4 loaves.

*NOTE: Save empty vegetable cans for use as baking pans. Remove labels, wash and dry thoroughly before using.