

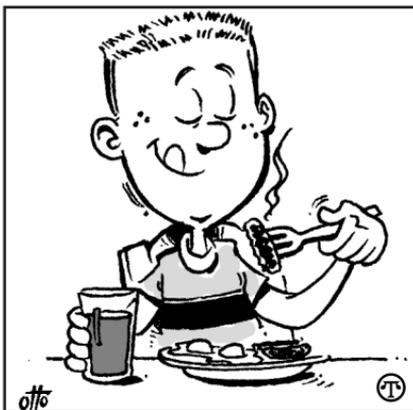
NUTRITION NEWS

The Great Breakfast Debate: Test Your Breakfast IQ

(NAPSA)—Are Americans waffling about the value of the traditional hot breakfast? To answer that and other questions about morning rituals, Americans are being encouraged to take part in the “Great Breakfast Debate” at www.jimmydean.com. Consumers can download tasty recipes and test their breakfast knowledge by answering three hot breakfast questions for a chance to win a year of free food products from Jimmy Dean.

A new survey asked a number of questions to gauge if breakfast is still the most important meal of the day. More than 70 percent of respondents believe that it is better to start the day with a hot breakfast and more than 75 percent eat a hot breakfast at least once a week. The belief in the value of a hot breakfast crosses age groups and areas of the country. Seventy-two percent of Americans ages 18 to 34 and 74 percent of Americans in the South believe that it is better to start the day with a hot breakfast.

The rise in hot breakfast meals and breakfast in general can be attributed to a lot of factors including new breakfast sandwiches that have cut preparation time yet kept the great taste. While Americans believe in the power of a hot breakfast, do they set aside enough time in the morning to enjoy a hot breakfast? According to the survey, sponsored by Jimmy Dean, 54 percent set aside 15 minutes or less for breakfast and 49 percent eat breakfast on the run.



The belief in the value of a hot breakfast crosses all age groups.

Popular Breakfast Choices

Eggs are still the breakfast staple. Some 20 percent of Americans chose eggs as their favorite breakfast food followed by waffles/French toast (16 percent) and pancakes (14 percent). There are also some major differences in breakfast habits in different regions of the country. Twenty-six percent of Americans living in the South normally eat sausage or bacon with eggs for breakfast while 25 percent of Americans from the Northeast normally eat a bagel, roll or muffin for breakfast. Eggs were still the favorite in the Midwest, South and West (more than 19 percent), but Americans living in the Northeast chose waffles/French toast as their favorite breakfast food (22 percent).

Jimmy Dean, a leading brand of Sara Lee Foods, has been in the sausage business for 33 years. For recipes or more information, visit www.jimmydean.com.