



# BRING BACK BREAKFAST

## Why have breakfast?

Including dairy in your breakfast means you can get 20-30g of protein to start the day.

Protein keeps you fuller for longer, at breakfast you can easily find it in your milk or yogurt.

Breakfast can help you focus by fuelling your brain for many hours.

A high protein breakfast will help keep you full for the entire morning.

200ml of semi-skimmed milk provides over 70% of your recommended daily vitamin B12 intake which helps you release energy from food.

Milk is made of whey and casein proteins, both excellent for muscle growth and repair.

Studies show cow's milk has a positive effect on your blood pressure.

Milk has no additives, meaning all its vitamins and minerals are naturally occurring.

Breakfast gives children the opportunity to have 1 of their 3 servings of calcium rich foods per day.

We use more energy to digest the proteins in milk which can help with weight regulation.

Splitting your calorie intake evenly throughout the day with breakfast, lunch and dinner helps maintain blood sugar levels.

Leucine is an important amino acid found in milk. One glass can provide half of your daily needs.

Studies have shown that drinking milk lowers the risk of age-related muscle loss.

Milk is a complete protein, meaning it contains all 9 essential amino acids necessary for your body to function normally.

The proteins in milk have a higher thermic effect, meaning they burn more calories when being digested, helping with weight regulation.



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