



3

A quality breakfast is **rich in protein & carbs** for a steady release of energy until lunch, promoting satiety, avoiding cravings and nibbling, and favoring weight management^(1,2).



YOGURT HAS HIGH QUALITY PROTEIN (~3,2%) made up of 80% casein and 20% whey, both **excellent sources of essential amino acids**⁽⁹⁾. The fermentation process improves the protein digestibility: producing smaller, more easily digestible forms of casein and releasing free amino acids into yogurt⁽¹⁰⁾. Protein is more satiating than other macronutrients⁽¹¹⁻¹⁴⁾. Therefore, yogurt, and particularly protein-rich yogurt, can enhance the feelings of fullness linked to higher and longer satiating effect⁽¹⁵⁻¹⁷⁾.

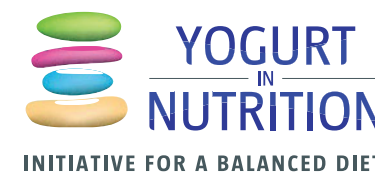
4

A quality breakfast is **energetic**, supplies **15-25% of daily energy needs**⁽¹⁾, while also contributing to the pleasure of eating. Enjoying breakfast regularly has been associated with overall well-being⁽³⁾.



A TYPICAL YOGURT POT (125 G) CONTRIBUTES TO 4-10% OF TOTAL ENERGY*. It is a low energy-dense food & when mixed with other healthy ingredients, it becomes the perfect matrix to create a wholesome breakfast. Yogurt is visually appealing and calls for creativity, becoming a white matrix where complementary toppings can be added, having various shapes, colours and nutrients.

* for a 1800 kcal diet



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Could yogurt be the foundation of a healthy breakfast?

BREAKFAST, MORE THAN A MEAL, IS A "MOMENT"

Night-time is the longest period without food; break-fast literally describes the meal that breaks the night's fast. As such, the breakfast moment serves as the foundation, the initial spark for the rest of the day's eating pattern. Breakfast gives the chance to start each day with a healthy and nutritious meal and is also a unique opportunity to connect with others and enjoy a quality morning ritual to launch the day.

Even if there is no scientific definition of a healthy breakfast, experts have proposed the following **4 criteria to create a quality breakfast**⁽¹⁾ and yogurt fits all these criteria. Flip the page to see how...

HOW CAN YOGURT HELP IN STRUCTURING A QUALITY BREAKFAST?

1

YOGURT IS A TASTY WAY TO ENJOY THE BENEFITS OF DAIRY: Yogurt & milk are nutrient-rich, low-energy foods. Yogurt is also easy-to-digest & valuable for people who don't like or can't tolerate milk, because live yogurt bacteria produce lactase that breaks down the lactose naturally present in milk, making yogurt an easy-to-digest dairy food⁽⁴⁾.



A quality breakfast is **structured** with a drink & foods chosen from **3 or more "pillar" food groups**: Dairy + Fruit/Veg + Wholegrain carbs⁽¹⁾.

2

YOGURT PROVIDES ESSENTIAL NUTRIENTS IN A LOW TO MODERATE AMOUNT OF CALORIES. Being recognized as a nutrient-rich, low energy-dense food,⁽⁵⁻⁸⁾ yogurt delivers more than calcium (10-20% of the DV per serving). It also provides smaller but valuable amounts of a large range of other micronutrients such as phosphorus and riboflavin (vit B2).



A quality breakfast is **nutrient dense** and should contain:
→ **minimum 10% of the body's nutrient requirements**
→ **aiming for 20% for shortfall nutrients** (calcium, vitamin D, potassium or fiber)⁽¹⁾.



Yogurt, a carrier of goodness at breakfast!

HOW TO PREPARE A NUTRIENT-DENSE, VERSATILE, CREATIVE & SATIATING BREAKFAST BOWL?

Yogurt, like a blank canvas, offers a smooth, fresh, white matrix, able to carry other exciting tastes and textures via foods that bring their own nutritional benefits. Thus, yogurt could be positioned as a «carrier food», facilitating the intake of other recommended foods.



THE BREAKFAST BOWL



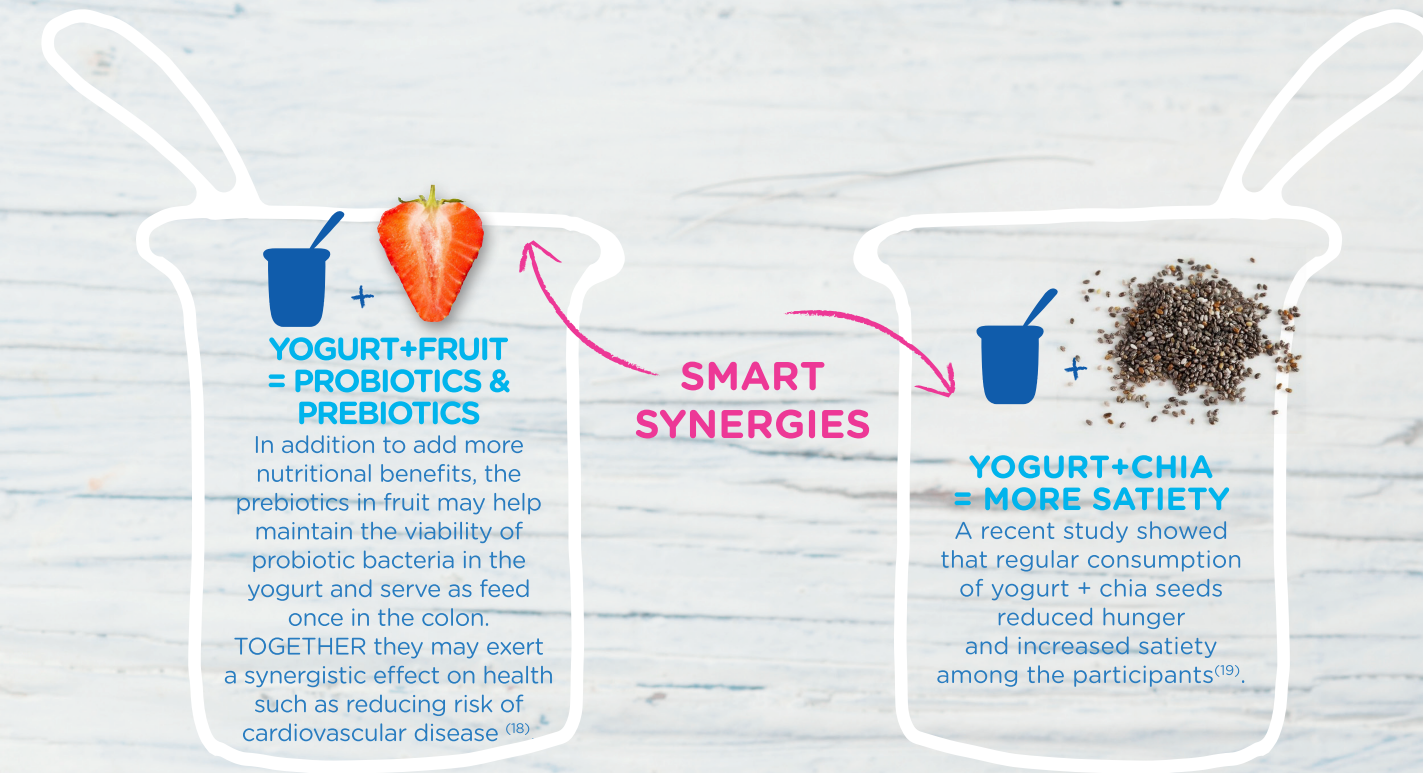
PLAIN YOGURT: THE MATRIX

High quality protein, calcium, phosphorus, vitamin B12, live bacteria. Easy to digest.

>>ADD FRUITS FOR FIBER & MORE NUTRIENTS
(or vegetables for savoury-lovers)
Insoluble and soluble fiber, vitamins like vitamin C and carotenoids, polyphenols, antioxidants.

>>ADD NUTS & SEEDS FOR ANTIOXIDANTS, UNSATURATED FATS & FAT-SOLUBLE VITAMINS
Tasty, crunchy, nutritious and fun toppings. Omega 3 fatty acids, fiber, protein (e.g. walnuts, flaxseed, chia seeds, toasted soya...), vitamin E.

>>ADD WHOLEGRAIN CEREAL FOR MORE ENERGY
Complex carbohydrates providing energy, fibre (bran), B vitamins, other vitamins & minerals.



Yogurt: a healthy foundation at breakfast!

IT IS A SIMPLE, TASTY AND CREATIVE WAY TO ENCOURAGE A HEALTHY START FOR THE DAY.