



**PEPSICO**  
CANADA

**Health & Wellness**  
Committed to building a healthier future.

February 2010

**Dear Nutrition Professional:**

As dietitians, you have likely stressed the importance of eating breakfast many times with your clients, which is why it's the topic for this mailing.

We've included a copy of a study that demonstrates how the right combination of foods at breakfast can help to prevent some lifestyle diseases. The study, conducted at Tufts University and published in the *Journal of Nutrition* (2004), investigated the cardiovascular benefits of oat phenolics and found that oats and vitamin C work together to help reduce heart disease risk.

Oats, like other whole grains, contain phenolic acids and other polyphenolic compounds with potential anti-atherosclerotic, anti-inflammatory and antioxidant properties. These phytochemicals are concentrated in the bran layer, but since oats are normally eaten as a whole grain cereal, the antioxidant-rich portion of the grain is retained. In fact, the antioxidant capacity of oats was recognized as early as the 1930s with their use as additives to preserve food and beverage products.

For this study, USDA Agriculture Research Service cooperated with Agriculture and Agri-Food Canada on a series of *in vivo* and *in vitro* studies. Using hamsters – animals that have a similar lipoprotein metabolism to humans – the researchers demonstrated that at least eight phenolics in oat bran powder are bioavailable. In addition, chromatographic results suggest there are numerous other antioxidant phytochemicals in oat bran that remain to be identified and fully characterized. In conclusion, the *in vitro* studies showed that oat phenolics interact synergistically with vitamin C to protect human LDL during oxidation.

To further support you in your practice, we've included a copy of *Healthy Eating with Oats*, a 16-page booklet designed by Quaker® Oats brand team to help Canadians on their heart health journey. We've also developed a one-page resource to help encourage your clients to consume a healthy breakfast everyday. Samples of both tools are enclosed and we hope that you find them useful.

At PepsiCo Canada, we are committed to playing a responsible and supportive role in helping Canadians maintain a healthy, balanced lifestyle, beginning with the products we offer. Tropicana® and Quaker®, two PepsiCo Canada flagship brands, offer a variety of healthy breakfast products, including 100% fruit juice and whole grain oatmeal.

We welcome your comments and questions, please direct all feedback and inquiries to [pepsicohealthandwellness@pepsico.com](mailto:pepsicohealthandwellness@pepsico.com). To access a downloadable version of the 16-page booklet, *Healthy Eating with Oats*, please visit [www.QuakerOats.ca](http://www.QuakerOats.ca). To access additional copies of the one-page breakfast resource, please visit [www.smartspot.ca/professional.aspx](http://www.smartspot.ca/professional.aspx). Click on the Quarterly Downloads section to request hard copies or to download the file.

Sincerely,

Lori Kelly RD  
PepsiCo Canada ULC  
Director, PepsiCo Canada Health and Wellness



**PEPSICO**  
CANADA



**Baked!**

**Tropicana**



# HEALTHY EATING: Start with Breakfast

If you're seeking a healthier lifestyle, rise and shine each day by eating a nutritious breakfast. Starting the day off with the right foods can help to put you on the path to a better everyday life.

## A Healthy Breakfast should provide GOOD NUTRITION<sup>1</sup>:

- Up to one third of your daily energy needs
- Essential macronutrients such as protein and carbohydrates
- Important vitamins and minerals; particularly vitamins A, C and B-complex
- Fibre for regularity and disease prevention

## Boost kids' school performance with breakfast

Studies show that children who skip breakfast have difficulty concentrating and don't do as well on short-term memory tests<sup>2</sup>. Vitamin B12 at breakfast has also been shown to correlate positively with average school grades throughout the year<sup>2</sup>. Children who eat breakfast are more likely to have other healthy habits, such as increased participation in physical activities, which also contribute to better school performance<sup>3</sup>.



## Eat breakfast to help manage weight

Skipping breakfast is not an effective way to manage weight.

Studies conducted with teens and adult women have shown that those who skip breakfast are more likely to be overweight or have a high body mass index (BMI)<sup>4,5</sup>. Why? Because starting the day hungry often leads to increased snacking on high-sugar, high-fat foods. Even though a healthy breakfast may add to the total calorie intake for the day, it also provides essential nutrients to help your body productively utilize that energy. Obese children who skip breakfast often end up eating more calories later in the day<sup>6</sup>.

## The right breakfast can be good for your heart

Certain breakfast foods, such as oatmeal, which are sources of fibre and have a lower glycemic index (GI), can play a protective role against the development of type 2 diabetes, hypertension, coronary disease and the metabolic syndrome<sup>7</sup>.

Eating 3 grams of soluble oat fibre, the equivalent of 1-1/2 cups cooked oatmeal, every day has been shown to contribute to healthy cholesterol levels. Soluble oat fibres act like tiny sponges that help soak up cholesterol during digestion.

You may further help reduce your risk of heart disease by consuming a vitamin C source with your breakfast oats. A recent study has shown that this combination can help to further protect LDL ("bad") cholesterol from oxidation<sup>8</sup>.



# Preparing a Healthy Breakfast

An ideal breakfast should have the following<sup>9</sup>:

- 20 to 35% of your daily caloric intake – that's about 500 to 800 calories, depending upon your age and how active you are.
- Food choices from at least 3 of the food groups in Canada's Food Guide:

## GRAINS

- Hot cereal,  $\frac{3}{4}$  cup (175 mL)
- Whole grain bread, 1 slice
- Cold cereal, 30 grams



## MEAT & ALTERNATIVES

- Eggs, 2
- Peanut butter, 2 tbsp (30 mL)
- Shelled nuts or seeds,  $\frac{1}{4}$  cup (60 mL)



## MILK & ALTERNATIVES

- Milk, 1 cup (250 mL)
- Yogurt, 175 g ( $\frac{3}{4}$  cup)
- Cheese, 50 g (1  $\frac{1}{2}$  oz)



## FRUIT & VEGETABLES

- 100% Juice,  $\frac{1}{2}$  cup (125 mL)
- Fresh, frozen or canned fruit, 1 fruit or  $\frac{1}{2}$  cup (125 mL)



Ask your dietitian for examples of a balanced breakfast

## Banana Bread Oatmeal Recipe

### Ingredients:

3 cups (750 mL) fat-free milk  
 $\frac{3}{4}$  tsp (4 mL) ground cinnamon  
 $\frac{1}{4}$  tsp (1 mL) ground nutmeg  
 2 cups (500 mL) Large Flake Quaker® Oats (uncooked)  
 2 medium-size ripe bananas, mashed (about 1 cup or 250 mL)  
 2 tbsp (25 mL) coarsely chopped toasted pecans

### Optional toppings:

Brown sugar  
 Non-fat vanilla yogurt  
 Banana slices  
 Pecan halves

### Method:

In a medium saucepan, bring milk and spices to a gentle boil (watch carefully); stir in oats. Return to boil; reduce heat to medium. Cook 5 minutes, or until most of the liquid is absorbed, stirring occasionally.

Remove oatmeal from heat. Stir in mashed bananas and pecans. Spoon oatmeal into six cereal bowls. If desired, sprinkle with brown sugar and top with yogurt, sliced bananas and pecan halves.

### To toast pecans:

Spread evenly in a shallow baking pan. Bake at 350°F (180°C) for 5 to 7 minutes or until light, golden brown. Or, spread nuts evenly on microwave-safe plate. Microwave on high for 1 minute; turn. Continue to microwave on high, checking every 30 seconds until nuts are fragrant and brown.



**Yield:** 6 servings

**Per serving:** 220 calories, 10 g protein, 4 g total fat (1 g saturated fat), 39 g carbohydrate, 12 g sugar, 5 g fibre, 0 mg cholesterol, 55 mg sodium.

1. Rampersaud GC et al. J Am Diet Assoc 2005; 105:743-60.  
 2. Ahmadi A et al. Pak J Biol Sci 2009; 12:742-5.  
 3. Politt E et al. A J Clin Nutr 1998; 67:804S-13S.

4. Kant, AK et al. Am J Clin Nutr 2008; 88:1396-404.  
 5. Matthys C et al. Pub Health Nutr 2007; 10:413-21.  
 6. Moreno LA et al. Curr Opin Clin Nutr Metab Care 2007; 10:336-341.

7. Nilsson AC et al. Am J Clin Nutr 2008; 87:645-54.  
 8. Chen CY et al. J Nutr 2004; 134:1459-1466  
 9. Giovannini M et al. J Intern Med Res 2008; 36:613-24.



**PEPSICO**  
CANADA



**Baked!**

**Tropicana**

