

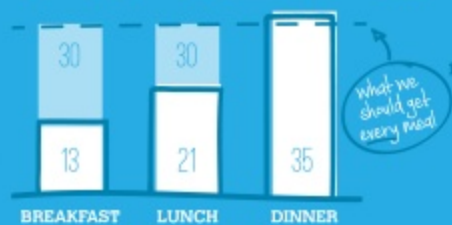
FUEL your MORNING with PROTEIN

AND START THE DAY WITH MILK

DO YOU GET ENOUGH?

PROTEIN HELPS
JUMPSTART
THE MORNING.
ACCORDING TO RESEARCH
WE SHOULD HAVE
25-30 GRAMS
OF PROTEIN AT EACH MEAL.¹

BUT AT BREAKFAST
MOST AMERICANS
ONLY GET ABOUT
HALF!²



WHY DO WE NEED PROTEIN?

GETTING THE EXPERT
RECOMMENDED
25-30 GRAMS
OF PROTEIN
AT EACH MEAL
CAN ALSO HELP WITH:

- Energy & focus
- Keeping you fuller longer
- Maintaining bone health
- Maintaining a healthy weight
- More lean muscle^{1,3}

A recent study shows that a breakfast with **35g of protein** helped prevent body fat gain over the course of 12 weeks among teens who typically skip breakfast. The same study found it also reduced hunger and led to eating less calories and fat across the day compared to teens who continued to skip breakfast.⁴

HOW MILK CAN HELP?

AN 8oz SERVING OF MILK
IS AN EASY WAY TO ADD
8G OF HIGH-QUALITY
PROTEIN
AS WELL AS
8 OTHER ESSENTIAL NUTRIENTS
TO YOUR BREAKFAST.⁵



WHEN YOU PAIR MILK WITH OTHER GREAT STUFF LIKE IN THESE PROTEIN-PACKED RECIPES, IT'S EASY TO REACH YOUR PROTEIN GOAL IN THE MORNING.



Spinach and Mushroom
Breakfast Crepes



Savory Oatmeal with
Soft-Cooked Egg and Bacon



Whipped Raspberry Overnight
Protein Oats

For more info on ways to get the protein you need in the morning, check out milklife.com

¹Layman DK. Dietary guidelines should reflect new understandings about adult protein needs. Nutr & Metab. 2009;12.

²What We Eat in America. BPH/002. 2010.

³Ledyer et al. The role of protein in weight loss and maintenance. Am J Clin Nutr. 2010 Apr 28. [Link ahead of print].

⁴Ledyer et al. A high protein breakfast prevents body fat gain through reductions in daily intake and hunger in "Breakfast Skipping" Adolescents. Obesity. 2015 Aug 4. [Link ahead of print].

⁵USDA National Nutrient Database for Standard Reference, Release 22.