Eat Your Breakfast!

MAY 2007

We've said it before, and now we're saying it again. This nutrition advice, and "take your vitamins," your mom got right. But you should probably ignore most other parental nutrition coaching, especially, "Sit still and clean your plate and you can have dessert." The latter statement might have been okay 50-100 years ago, but in today's sedentary, super-sized, fast food society, this outdated diet tip is contributing to the fattening of America and is still "hard wired" in most of our minds.

Anyway—back to breakfast: Is it really the most important meal of the day? Will eating it help keep your weight under control? Should you eat it before going to the gym in the morning or doing cardio?

Breakfast 101

By now you probably know this 101 section is my favorite part of the newsletter. After all, it's the education portion of our company that made us great and certainly unique.

The name *breakfast* says it all: "Break the overnight fast," and this is accomplished by eating something. When the body has had no food for a certain amount of hours, it goes into a fasting or semi-starvation state in which the metabolism slows down, the fuel mix switches to increasing the use of fat for energy because glycogen (CHO) stores are depleted, and hunger is curbed so you don't wake up and chew your arm off.

Eating before the workout

Unfortunately, it is that bit of information that "gym scientists" have taken out of context and translated as, "Don't eat before you go to the gym," or, "Do your cardio on an empty stomach and you will burn more fat." Boy, how wrong can you be! One more time, let's all say it, "It's how many calories in versus out that determines how much fat you lose, not the time of day you consume the calories." In fact, eating before you work out will obviously allow you to burn more calories during your activity. And who cares where the calories come from, because at the end of the day, whatever your caloric deficit is, is how much fat will be taken from your stores.

Don't forget, I did not say anything about ***adding*** food calories to your day. All you are doing is spreading them out further, which has additional benefits such as using more calories to digest each meal and giving your body a more steady stream of nutrition (enhancing recovery and energy).

Eating before you work out is mandatory for performance athletes in order to enhance each training bout, recovery and the final outcome. Therefore, it should be intuitive that anyone would ingest part of their energy requirements before they train for the following reasons:

1) filling energy stores before a workout (not adding daily calories, just redistributing them);
2) breaking the fast to bump back up the metabolism and continue a constant flow of nutrients;
3) increasing workout performance which will use more calories and allow for a higher intensity workout that burns two to three times more fat throughout the day following exercise;
4) enhancing recovery to improve maintenance or growth of muscle which also adds to the metabolic rate; and finally
5) increasing spontaneous physical activity (SPA) so you are never in a fasting thus "lazy" state beyond rising in the morning, causing the body to naturally move more.

So, eat before you train. Common sense (not gym science) tells you to consume fuel if you have not eaten for the last 6-12 hours and you are about to perform an activity that

requires more energy than anything else you do all day. It takes calories to burn *more* calories.

Breakfast and weight control

Data from the National Weight Control Registry (NWCR) and other studies clearly shows an association between skipping breakfast and being overweight. Although the actual mechanisms aren't clear, missing breakfast generally leads to a greater appetite when finally confronted with your first meal, causing poor choices and overeating in order to compensate for 12-18 hours with no food.

By the way, a fancy coffee drink is not breakfast. In fact, popular coffee concoctions have more calories than an average breakfast, but do little to satiate you—so now you've had 500 calories and will be very hungry very soon. I truly believe that the coffee shops on every block are contributing more to America's growing waistline than the fast food industry because it's a double whammy: lots of calories, little satiety, leading to lots more calories!

Breakfast and your brain

Most studies strongly suggest that omitting breakfast interferes with cognition and learning. An extended fast (missing breakfast) is perceived by your body as a stress event and therefore your body releases adrenal corticosteroid and catecholamine, two well-known stress hormones, in order to maintain brain nutrition. This may lead to irrational or less-controlled thinking. To be sure, cognitive test scores are higher in adolescent breakfast eaters than non-breakfast consumers. At the very least, chronic breakfast skipping may have a negative impact on one's overall nutritional status based on years of omitting valuable breakfast-type nutrients and the fact that the body/brain is continually going undernourished for extended periods of time.

Apex—The Breakfast of Champions

I think I heard that somewhere else, but we will use it here to make a point. Although all of our bars and shakes meet the criteria for a healthy breakfast, we made the decision to offer a specific (calling it out on packaging) breakfast food created to satisfy the new Apex Fitness Fast Food (FFF) criteria of eating and staying fit in the 21st Century.

Apex Breakfast Squares are only 210 calories, but the macronutrient profile of 15 grams of protein, 23 grams CHO and 7 grams of fat give it an amazing satiating value. They successfully hold you comfortably to the next meal while satisfying breakfast nutrient requirements for all the stuff we just discussed.

If personal daily caloric intake allows, eat two and/or have one with milk and you're good for hours. Compared to a bowl of cereal of equal calories or a Starbuck's Café Mocha (500-600 calories), the satisfaction, including lasting affect from the Apex breakfast, will blow them both away.

Our breakfast bar is a winner every time when it comes to delivering your morning nutrition needs, including getting maximum energy and satiety from the least amount of calories.

Look for our new flavor, Iced Banana Nut, early this summer. But don't wait until summer to start eating your breakfast! Get Oatmeal Apple Cinnamon, Oatmeal Chocolate Chip, or Iced Oatmeal Raisin flavors today.

And remember, non-breakfast eaters, you're not adding calories, you are redistributing them.

Here's to your improving health,
--Neal

Nutrition Facts

Serving Size: 1 Bar (55g)
Servings Per Container: 12

Amount Per Serving			
Calories 210		Calories from Fat	63
			% Daily Value*
Total Fat 7g			**11%**
Saturated Fat 2g			**10%**
Trans Fat 0g			
Cholesterol 40mg			**13%**
Sodium 160mg			**7%**
Potassium 100mg			**3%**
Total Carbohydrate 23g			**8%**
Dietary Fiber 2g			**8%**
Sugars 7g			
Sugar Alcohol 6g**			
Protein 15g			**30%**
Vitamin A	1%	• Vitamin C	0%
Calcium	10%	• Iron	3%

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