

WHEATIES FUEL™

ENGINEERED BY WHEATIES AND A CO-CREATION
TEAM OF CHAMPIONS. AVAILABLE IN STORES NOW



Wheaties® FUEL™ – Prepare to Win

Wheaties FUEL was designed for the active individual; whether the activity is due to participation in athletics, work related activities or leisure time physical pursuits. It is a calorically dense cereal with more than twice the amount of carbohydrate per serving than the original Wheaties. This carbohydrate is composed of a mixture of simple sugars, complex carbohydrates from whole grain and fiber. Wheaties FUEL has 100% Daily Value of 5 B-vitamins and an increased excellent source of vitamins C and D.

Athletes and active individuals need a high amount of carbohydrate in their diet, and breakfast should provide a high percentage of this carbohydrate. Breakfast is unique because some of the benefits it provides have short-term or immediate effects, while other benefits are long-term. Breakfast should immediately raise the body's energy level and restore the blood glucose level

to normal after an overnight fast. It should also rapidly replenish the body's carbohydrate stores. By increasing the amount of carbohydrate and using a combination of simple sugars Wheaties FUEL is very effective at providing rapid energy to get the day going with vigor and vitality, and replenishing the body's energy stores.

Long-Lasting Energy from Whole Grains

It is also important that one's energy level be sustained over the morning and during workouts, work activity or play. By using complex carbohydrates made from whole grain and mixed with added fiber, a portion of the carbohydrate is digested more slowly providing a constant supply of energy during the hours following breakfast when activity levels are high. Carbohydrate is the preferred fuel for muscle and the nervous system. Low carbohydrate levels result in poor performance and rapid fatigue during physical activity.



Dr. John Ivy

Performance Nutrition Expert

Working with five of the world's leading athletes—Peyton Manning, Kevin Garnett, Albert Pujols, Bryan Clay and Hunter Kemper—Dr. Ivy's research helped inform the evolution of the Breakfast of Champions® and led to the NEW Wheaties® FUEL™ Dr. Ivy's unique understanding of how the right blend of carbohydrates, protein, minerals and vitamins boosts an athlete's energy, endurance and performance created a cereal that delivers the nutrition and great taste you'd expect from the Breakfast of Champions®.

Excellent Source of Fiber

Having a high amount of calories per serving and being fortified with extra fiber, Wheaties FUEL effectively curbs hunger while it limits the feeling of fullness. This allows for enough energy to be consumed to get through the morning hours without feeling full, but also without craving the next meal. Fiber also has the extra benefit of helping to maintain a healthy digestive tract.

100% Daily Value of Five B-Vitamins

To improve the efficiency of fuel utilization during periods of high activity, Wheaties FUEL is fortified with 5 B-vitamins. The vitamins control many of the metabolic reactions that supply energy to the muscles and are essential for endurance and stamina.

Increased Carbohydrates

The increased carbohydrate in Wheaties FUEL does more than simply provide a rapid and sustained supply of fuel to power the body during the morning hours. It also lowers blood cortisol levels that are at their highest in the morning. During the night as blood glucose levels decline, cortisol is released and this stress hormone breaks down fat and protein (mainly from muscle) so that they can be converted to the energy necessary to keep us alive. If we do not consume carbohydrates and restore blood glucose during the breakfast hours, cortisol will remain elevated. If skipping breakfast becomes routine, it can have a dev-

astating effect on the body. Chronic elevations in cortisol will result in muscle wasting and increased body fat storage, particularly in the abdominal region. It also is a strong stimulator of appetite, which can lead to unhealthy snacking during the day.

Proven Performance Nutrition

Of all the meals that we eat, breakfast is the most satiating. This satiating effect can impact food consumption for the entire day. Investigators have found that the time of day of food intake has a dramatic effect on overall daily food consumption. Eating breakfast reduces caloric intake for the entire day. Interestingly, researchers have also found that even when the same amount of calories are consumed daily that dieters who eat breakfast lose on average 50% more weight than dieters who skip breakfast.

Perhaps the most compelling study on the critical role of breakfast and the ideal macronutrient combination to consume was reported in 2008. The study was conducted over eight months and compared two groups of obese women. The first four months focused on weight loss and the second four months on weight maintenance. One group consumed a low carbohydrate diet that totaled 1,085 calories per day. For this group, breakfast was the smallest meal of the day. The second group consumed a high carbohydrate diet that totaled 1,285 calories per day. For the high carbohydrate, higher calorie group, breakfast

was the largest meal of the day. Conventional thinking would suggest that the group consuming the high carbohydrate, high calorie diet would lose less weight. The results were dramatic and surprising. After eight months, the low carbohydrate group lost 10 pounds. The high carbohydrate, big breakfast group lost 37 pounds.

This study reinforces the importance of breakfast, as well as the importance of consuming the appropriate macronutrients at the appropriate time to optimize function; in this case a high percentage of carbohydrate. In the morning our carbohydrate energy stores must be replenished and cortisol must be reduced. That is why a high carbohydrate meal consumed in the morning is so critical. If we fail to replenish our carbohydrate energy stores, we start our day with low levels of energy, which affects our ability to concentrate and perform. Studies have shown that children who skip breakfast perform at a lower level in school and are less physically active than those who consume breakfast.

Breakfast is by far the most important meal of the day, and a meal consisting of a high percentage of simple and complex carbohydrates from whole grain is ideal when combined with low fat milk and a glass of juice. When it comes to providing the right choice of nutrients for breakfast Wheaties FUEL delivers.