Brits Skip Traditional Breakfast And Scoff Leftover Takeaway: Research Reveals Brits' Bad Breakfast Habits

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New research[i] has revealed that **over a third of Brits have eaten leftover takeaway for breakfast**, according to a survey commissioned by new breakfast drink *Up&Go.*

Despite knowing the importance of a nutritious kick-start, many people have unhealthy breakfast habits. With the growing trend for the bulletproof breakfast (black coffee with butter) it is perhaps no surprise that **half of all Brits forgo food for coffee** in the mornings. However more worryingly **over a third of those surveyed have eaten chocolate or crisps for breakfast** and twenty five percent get their morning boost from energy drinks.

While it's heralded as the most important meal of the day forty six percent of Brits still say it is the meal they are most likely to miss, with **sixty percent admitting to skipping** breakfast at least once a week. It's not just breakfast Brits will skip,**with over twenty percent of Brits prepared to go without a shower** and a shocking **ten percent willing to not brush their teeth** for an extra ten minutes in bed in the morning. The Scots (twenty eight percent) and the Irish (thirty eight percent) are the biggest offenders on skipping the shower whilst those from Yorkshire (thirteen percent) are the most likely to dodge the toothbrush.

Our modern lifestyles mean that sitting down to breakfast is becoming a thing of the past, with 40% of people eating breakfast away from the kitchen table and bizarrely **two percent of us even admitting to eating breakfast whilst on the loo!** Breakfast is no longer something to ponder over but something to fit in whilst we multi task our lives, with forty percent of people surfing the internet or checking their social media whilst eating breakfast and **fifty six percent of Millenials (16-20) focusing on logging on rather than filling up**.

Up&Go, Australia's number one breakfast, is specifically designed for busy mornings when you might be tempted to skip. The awesome, nutritious breakfast in a convenient drink is packed with all the protein, calcium and fibre of a bowl of cereal and milk[ii] making it perfect for busy lives.

Nutritionist Amanda Hamilton says, *"There's no denying that a good breakfast sets you up for the day but for many people, it's simply not practical. I wasn't surprised that the survey found that over a third of 16-20 year olds admitted eating leftover takeaway from breakfast. I've got fast-growing teenagers at home and unless they can throw something in their backpack, breakfast often won't happen or they may replace it with a less healthy alternative. I am keen for them to hit some of their nutritional targets at the beginning of the day and Up&Go, which contains wholegrain oats, sustaining protein and is a great source of calcium, ticks many boxes."*

Up&Go's UK Marketing Director Rosie Foster-Carter says, *"With 40% of people consuming breakfast away from the kitchen table we understand that not everyone has time to sit down at home for breakfast. Up&Go provides these busy people with a nutritious and convenient option giving them the freedom in the morning's to make the most of their day."*

Available in three delicious flavours, chocolate, vanilla and strawberry, Up&Go is available in the cereal aisle of major supermarkets now, with an RRP of £1.39 per carton. So ensure you and your family are ready to make the most of the day and get Up&Go!

ENDS

Notes to Editors:

To interview nutritionist Amanda Hamilton, request high-resolution photography or more information contact DeVries SLAM at upandgo@devries-slam.com 0207 067 0015 or visit www.upandgo.co.uk or www.facebook.com/upandgouk or follow us @upandgouk

The Brand: Up&Go is new to the UK but it has been sold in Australia for 15 years and is the country's number one selling breakfast brand. Up&Go is now made in Britain, using British milk, with recipes designed specifically for UK taste buds. It is the first brand from the new company, Life Health Foods UK. Based in London, Life Health Foods UK is an adventurous, young company with an entrepreneurial spirit and a cheeky, unconventional approach to life. They have assembled a small, expert team with

backgrounds in some of the UK's most-admired food and drinks brands like innocent, Ella's Kitchen, Gü and Walkers.

[i] Opinion Matters survey of 1000 British adults for Up&Go

[ii] Based on a typical bowl of bran flakes with semi skimmed milk. Calculated September 2014

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