

Crunchy belVita Breakfast Biscuits Monthly Media Moments



January

New Year/New You

Keep your New Year's Resolution with post-workout breakfasts that fuel your morning.

Starting a new routine? Don't let a rushed morning throw off your commitment to exercise by packing a portable breakfast that provides steady morning energy before you go.

EXAMPLE
belVita Breakfast Biscuits with an apple and low-fat string cheese.

February

Valentine's Day

This Valentine's Day, have chocolate—and a balanced meal—for breakfast.

Make your loved one(s) a special red and chocolate breakfast that provides delicious whole grains and other important nutrients.

EXAMPLE
Low-fat yogurt parfait with strawberries, raspberries and chocolate belVita Breakfast Biscuits.

March

Daylight Savings

Daylight Savings Hack: Grab a balanced breakfast without sacrificing taste or time.

Spring forward with a grab-and-go breakfast that provides steady morning energy, even if you sleep through the alarm.

EXAMPLE
belVita Breakfast Biscuits with a low-fat latte and a banana.

April

Spring Cleaning

Spring clean your office drawer and stock up on balanced, convenient breakfast options.

Stock your newly cleaned office drawers to include no-mess foods that can be part of a balanced breakfast. Now, there are no more excuses to skip breakfast!

EXAMPLE
belVita Breakfast Biscuits, fruit, nuts, tea.

May

Mother's Day

Breakfast kids can make.

Let mom sleep in while the kids prepare an easy, no-bake breakfast with whole grains¹ and vitamins.

EXAMPLE
belVita Breakfast Biscuits with an apple and low-fat cheddar.

June

Picnic/Grilling Season

Your new go-to breakfasts for summer camping or morning picnics.

Unique and easy breakfast ingredients to throw together for an impromptu morning picnic.

EXAMPLE
belVita Breakfast Biscuits with low-fat cheese and blueberries.

July

Summer Travel

Road trip breakfasts that provide steady morning energy.

Crunchy belVita Breakfast Biscuits provide steady morning energy for family sing-alongs, unexpected detours and open roads together.

EXAMPLE
belVita Breakfast Biscuits with an apple and low-fat yogurt.

August

Back to School

Back-to-school breakfasts that get the whole family back into a routine.

As kids head back to school, parents adjust to a new routine, too. Get back on track with a convenient, delicious breakfast that provides steady morning energy.

EXAMPLE
belVita Breakfast Biscuits with a low-fat latte and a peach.

September

Whole Grain Month

A delicious alternative to breakfast cereals.

It's never a dull morning with unique belVita breakfast pairings that provide 14-20g of whole grain (per 50g serving)—a delicious way to help reach your recommended 48g per day.

EXAMPLE
belVita Breakfast Biscuits with a pear, raspberries, low-fat Swiss cheese and honey.

October

Halloween

Halloween breakfasts with not-so-scary ingredients for the whole family.

Start the Halloween day off right by giving the family ghost-like belVita Breakfast Biscuits that provide steady morning energy, wholesome grains¹ and no high fructose corn syrup, artificial flavors or artificial colors.

EXAMPLE
Make a ghost out of belVita Breakfast Biscuits, low-fat plain yogurt and blueberries.

November

Holiday Travel

Enjoy holiday travel this season by packing balanced breakfasts.

Planning to travel for Thanksgiving? Pack a delicious breakfast ahead of time that provides steady morning energy.

EXAMPLE
belVita Breakfast Biscuits with a low-fat plain yogurt and an orange.

December

Holiday Entertaining

Delicious and unique breakfast options for your holiday guests.

Have more time with your holiday guests at the breakfast table by offering convenient, and delicious breakfast pairings.

EXAMPLE
belVita Breakfast Biscuits, fruit and low-fat milk.

belVita Key Messages



PRODUCT NAME/PRONUNCIATION

Crunchy belVita Breakfast Biscuits (pronounced: bel-veeta)

1

belVita Breakfast Biscuits provide steady morning energy

belVita Breakfast Biscuits are a delicious breakfast option that provide steady morning energy to help make the most of your morning.

We all need energy in the morning, but we also need that energy to last. belVita Breakfast Biscuits contain slow-release carbs that break down gradually in the body resulting in steady morning energy.

Slow-release carbs are naturally found in uncooked grains, but are easily lost during baking. Backed by a decade of research, belVita was formulated to maintain a naturally high level of slow-release carbs starting from careful grain selection and ending with a gentle bake.

2

belVita Breakfast Biscuits are a quality carbohydrate option

belVita is a quality carbohydrate option that delivers 14-20g of whole grain and 2-4g of fiber depending on variety per single serve pack, making it a great grain choice as part of a well-balanced breakfast.

- belVita contains no high fructose corn syrup or artificial flavors or artificial colors.
- belVita Breakfast Biscuits are a great grain choice as part of a balanced breakfast with a serving of fruit and low-fat dairy.
- belVita Breakfast Biscuits are a good source of B-vitamins and iron.

3

belVita Breakfast Biscuits are portable and convenient

belVita offers convenience and portability for a grab-and-go breakfast.

- Crunchy Biscuits are specifically portioned as individual, convenient packs.
- Paired with a serving of fruit and low-fat dairy, belVita Breakfast Biscuits are a quick, no-mess option.

4

It's never a dull moment with the variety of belVita flavors and pairings

- Crunchy belVita Breakfast Biscuits are available in six flavors: Blueberry, Golden Oat, Cinnamon Brown Sugar, Chocolate, Toasted Coconut and Cranberry Orange.
- Soft Baked belVita Breakfast Biscuits come in two flavors: Oats & Chocolate and Banana Bread.
- Sandwich belVita Breakfast Biscuits come in three flavors: Dark Chocolate Crème, Peanut Butter Sandwich and Cinnamon Brown Sugar with Vanilla Crème.
- You can find belVita with the Nabisco family of products in the cookie/cracker aisle of your local grocery store.
- Crunchy belVita Breakfast Biscuits are available in stores nationwide.

BALANCED BREAKFAST IDEAS

See the accompanying recipes and pairings in the belVita toolkit for additional ideas and inspiration.

- belVita Breakfast Biscuits with low-fat Greek yogurt and berries (perhaps layer yogurt and berries with belVita on side for a different visual)
- belVita Breakfast Biscuits with an orange and a low-fat latte
- belVita Breakfast Biscuits with apple slices and low-fat cheese
- belVita Breakfast Biscuits with pint carton of low-fat milk and pear (to illustrate portability)
- Or build your own belVita Breakfast using your favorite fruit and low-fat dairy

VISUAL TIPS

- Always show one serving (4 Crunchy Biscuits) with one serving fruit and one serving low-fat dairy (visuals ideally would reinforce “convenience” and “portability”)
- Display belVita Breakfast Biscuits partially in wrapper to demonstrate how they are packaged