

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 nutritious steady 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 nutritious meal—for breakfast

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

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

March

Daylight Savings

Daylight Savings Hack: Grab breakfast without sacrificing nutrition, taste or time

Spring forward with a grab-and-go breakfast that provides nutritious steady 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 nutritious breakfast options

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

EXAMPLE
belVita Bites, 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, fiber 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 with low-fat cheese and blueberries

July

Summer Travel

Road trip breakfasts that provide nutritious steady energy

Crunchy belVita Breakfast Biscuits provide 4 hours of nutritious steady energy for family sing alongs, unexpected detours and open road together.

EXAMPLE
belVita Bites 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 4 hours of nutritious steady 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 18-20g 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 4 hours of nutritious steady energy, wholesome grains¹, fiber² and no high fructose corn syrup, partially hydrogenated oil, or artificial flavors or artificial sweeteners.

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

November

Holiday Travel

Enjoy holiday travel this season by packing high-quality breakfasts

Planning to travel for Thanksgiving? Pack a delicious breakfast ahead of time that provides 4 hours of nutritious steady 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 nutritious, convenient, and delicious breakfast pairings.

EXAMPLE
belVita Bites, fruit and low-fat milk

belVita Key Messages



PRODUCT NAME/PRONUNCIATION

Crunchy belVita Breakfast Biscuits and belVita Bites
(pronounced: bel-veeta)

1

belVita Breakfast Biscuits provide nutritious steady energy

belVita Breakfast Biscuits and Bites are delicious breakfast options that provide 4 hours of nutritious steady 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 4 hours of nutritious, steady 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 18-20g of whole grain and 3-4g of fiber² 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, partially hydrogenated oil, or artificial flavors or artificial sweeteners.
- belVita Breakfast Biscuits and Bites are a great grain choice as part of a balanced breakfast with a serving of fruit and low-fat dairy.
- belVita Breakfast Biscuits and Bites 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 and Bites are specifically portioned as individual, convenient packs.
- Paired with a serving of fruit and low-fat dairy, belVita Breakfast Biscuits and Bites 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 and Cranberry Orange.
- belVita Breakfast Bites are available in two flavors: Chocolate and Mixed Berry.
- You can find belVita with the Nabisco family of products in the cookie/cracker aisle of your local grocery store at a suggested retail price of \$3.69 per box.
- Crunchy belVita Breakfast Biscuits and belVita Breakfast Bites are available in grocery stores nationwide.

BALANCED BREAKFAST IDEAS

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

- belVita Breakfast Biscuits and Bites with low-fat Greek yogurt and berries (perhaps layer yogurt and berries with belVita on side for a different visual)
- belVita Breakfast Biscuits and Bites with an orange and a low-fat latte
- belVita Breakfast Biscuits and Bites with apple slices and low-fat cheese
- belVita Breakfast Biscuits and Bites 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/full package of Bites) with one serving fruit and one serving low-fat dairy (visuals ideally would reinforce “convenience” and “portability”)
- Display belVita Biscuits partially in wrapper to demonstrate how they are packaged