



## Get Smart with Breakfast! Kretschmer Wheat Germ Sets the Table for Back to School Success with a Week of Healthy Breakfast Recipes

*Helps Kids Start Each Day with Nutrients to Aid in Everything from Lasting Energy to Healthy Immunity*

**August 20, 2013 (Tukwila, WA)** —Research continues to show the value of a healthy breakfast, and for school-aged children the benefits of starting the day with a healthy meal include lasting attention spans, more energy and feeling full longer<sup>1</sup>. This back-to-school season, as parents look to kick off the new school year with a commitment to a great breakfast each morning, Kretschmer Wheat Germ is providing some healthy inspiration with recipes that offer a variety of nutrients perfect for fueling kids for this busy time of year.

Working with family nutrition expert and Meal Makeover Mom Liz Weiss, MS, RD, a member of the [Kretschmer Health and Wellness Advisory Team](#), Kretschmer has compiled a full school week of healthy breakfast recipes that are easy to make and sure to be a hit with even the pickiest eaters. "I love this group of recipes because you get to see the very immediate results of specific nutrients that kids need – especially this time of year," commented Weiss.

Weekday	Breakfast Recipe	Wheat Germ Nutritional Boost
Monday	<a href="#">Honey Crunch Energy Bars with Wheat Germ</a>	Fiber for Focus: Wheat germ is a fiber rich source of high-quality non-animal protein. Fiber helps kids feel full longer so they can stay focused and concentrate longer.
Tuesday	<a href="#">Berry Delicious Wheat Germ Pancakes</a>	Zinc for Immunity: The body uses this mineral for hundreds of functions, including fighting off viruses. It's perfect for back to school season and in prep for cold & flu season.
Wednesday	<a href="#">Zucchini, Gruyere and Wheat Germ Quiche</a>	Phosphorous for strong bodies: Working with the calcium in this quiche recipe, phosphorous helps build strong bones and teeth!
Thursday	<a href="#">Homemade Granola with Wheat Germ</a>	Thiamin for Energy: This B vitamin helps convert carbs into energy so kids can power through a full day of classes and into after-school sports and activities.

<sup>1</sup> Source: <http://www.healthychildren.org/English/healthy-living/nutrition/pages/The-Case-for-Eating-Breakfast.aspx?nfstatus=401&nftoken=00000000-0000-0000-0000-000000000000&nfstatusdescription=ERROR%3a+No+local+token&nftoken=401&nftoken=00000000-0000-0000-0000-000000000000&nfstatusdescription=ERROR%3a+No+local+token>

Friday	<a href="#">Protein-Rich Smoothie with Wheat Germ and Chia Seeds</a>	Vitamin E for Antioxidants: Wheat germ is a top food source of vitamin E, which acts as an antioxidant in the body. This power vitamin keeps cells in tip-top shape, which protects against future health conditions like heart disease and cancer. <sup>2</sup>
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“Wheat germ is a versatile, must-stock ingredient for every family. Getting kids to eat healthy foods can be a challenge, but wheat germ is ideal because it blends so easily into breakfast foods kids already love like muffins, smoothies and pancakes,” continued Weiss. “This gives busy and growing kids the boost in vitamins and minerals they need, especially during the hectic back to school season.”

To help parents plan A+ worthy breakfasts, Kretschmer has also developed a helpful [Substitution Guide](#) to show parents how they can transform their kids’ favorite recipes by simply swapping wheat germ for ingredients like flour or adding it as a topper to cereals and as an enhancer to smoothies. The new [Superfoods Comparison Chart](#) also shows how wheat germ compares to other healthy ingredients like chia seed, flax seed and hemp seed.

Kretschmer Wheat Germ comes in two varieties, Original Toasted and Honey Crunch, and retails for approximately \$4.99. Kretschmer Wheat Germ is available for purchase in the cereal aisle at major grocers nationwide.

### **About Kretschmer Wheat Germ**

An original superfood since 1936, Kretschmer Wheat Germ offers a satisfying and nutrient-dense addition to your favorite recipes. Produced in Manhattan, Kansas, Kretschmer Wheat Germ comes in two varieties, Kretschmer Original Toasted Wheat Germ and Kretschmer Honey Crunch Wheat Germ, and also offers a line of wheat bran, Kretschmer Toasted Wheat Bran. Kretschmer Wheat Germ is available in the cereal aisle of grocery stores throughout the U.S. and Canada. Visit [Mywheatgerm.com](http://Mywheatgerm.com) and on social media on Facebook, [www.Facebook.com/MyWheatGerm](http://www.Facebook.com/MyWheatGerm), Twitter, [www.Twitter.com/MyWheatGerm](http://www.Twitter.com/MyWheatGerm) and Pinterest, [www.Pinterest.com/MyWheatGerm](http://www.Pinterest.com/MyWheatGerm).

### **About Continental Mills**

Continental Mills, Inc. is a privately held manufacturer and marketer of baking and beverage mixes, snacks and other high quality food products. Located in Tukwila, WA, the family-owned company has strong branded products sold under its Krusteaz®, WildRoots®, Kretschmer® Wheat Germ and Alpine® Cider brands as well as several licensed brands. Continental Mills’ products are sold through retail, foodservice, and club store channels throughout the United States.

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<sup>2</sup> Source: <http://healthyeating.sfgate.com/recommended-amount-vitamin-e-children-6105.html>