

BREAKFAST



WITH DAD

NOW & THEN

64% of today's dads

say they prepare breakfast for their kids more often than their own fathers did



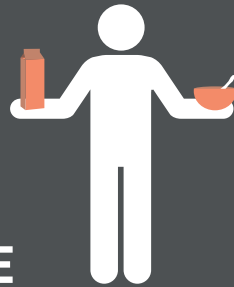
Dads report eating breakfast with their kids **FOUR** days of the week

Dad cooks breakfast,

BUT MOSTLY ON WEEKENDS



WHEN DAD'S IN THE KITCHEN, CEREAL AND MILK IS LIKELY ON THE BREAKFAST TABLE



It's the **#1** choice for kids' breakfast for **1 in 3** dads

- 1** Bacon & Eggs
- 2** Pancakes
- 3** Waffles

DAD'S TOP 3 PICKS



for breakfast in bed
this Father's Day

got milk?

www.TheBreakfastProject.com

KELTON RESEARCH, CONDUCTED FOR NATIONAL MILK MUSTACHE "GOT MILK?" CAMPAIGN 2012; SURVEY OF MORE THAN 180 AMERICAN FATHERS AGES 18 AND OVER.

