



# ~ PRESS RELEASE ~

BREAKFAST ON TRIAL

www.breakfastisbest.eu

Wednesday July 8, 2009

## Breakfast found NOT GUILTY! Breakfast On Trial Event

BREAKFAST NEWS AGENCY  
BRUSSELS

### Editorial

So, breakfast has, at last, been found not guilty of negligence. This really is a triumph for common sense over ignorance. Study after study has proven the benefits of breakfast; it controls appetite (thus reducing obesity), increases cognitive ability, boosts energy and helps to reduce the risk of heart disease.

But real progress will not be made until European and national level public policy makers begin to treat breakfast as a serious public policy issue. Public policy makers need to encourage more regular breakfast consumption by making breakfast a key element of relevant government communication activities.

This means including a slogan like "eat breakfast every day" in public health campaigns and other communications, adding this information to nutrition advice tips and encouraging schools and employers to highlight the importance of eating breakfast.

We must maintain the momentum from this trial so that breakfast truly becomes treated as a serious public policy issue.

With a verdict that has stunned the world, Breakfast was last night cleared on all counts of negligence at the Ballroom 1 court in Brussels. The jury, which took only an hour to reach their verdict, were unanimous in their decision.

Upon hearing the verdict, Breakfast punched the air and there were whoops of joy from the gallery. Immediately afterwards Breakfast stated that, "It's been a very difficult time for me. I am delighted with the verdict and would like to thank all my supporters; particularly the Breakfast is Best campaign members. They never lost faith in me."



The Judge MEP John Bowis

In summing up, Judge John Bowis (MEP) stated that: "There was absolutely no foundation to the charge that breakfast is negligent. The testimony from the expert witnesses made it very clear that Breakfast is central to the health and welfare of European citizens."

Members of the BIB campaign expressed their delight at the verdict. They also announced that the Free Breakfast concert that was scheduled to take place at the King Bauduin stadium would now be cancelled. "We have been working hard since September 2008 to ensure that breakfast is treated as a serious European public policy issue and we are delighted at the outcome."

Opponents of breakfast reluctantly accepted the verdict, "We got it wrong. We really did not realize how important and beneficial breakfast is." There are no plans to appeal.

On leaving the court, the acquitted said that he was looking forward to enjoying a good breakfast before taking up the challenge of ensuring that breakfast is seen as the most important meal of the day.



BREAKFAST ON TRIAL

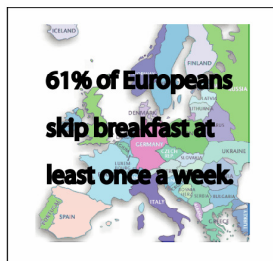
### EXCLUSIVE: Breakfast with Hello! Magazine

In a big coup for the glossy publication, Hello magazine has signed a multi-million pound deal for exclusive coverage of breakfast's side of the story. Details of the deal are scarce but it is rumoured to include details of the best types of food to eat at breakfast time, such as cereal, yoghurt and fruit, and an update on the 'eat breakfast every day' mission. Both Hollywood and Bollywood are competing for the movie rights.

BIB members, jury experts and John Bowis MEP: From left to right: Sylvie Aitken (Aspect), Hugo Ramon (AEDE), Erick Savoye (EMHF), Dr Vincenzo Costigliola (EMA), MEP John Bowis, Dr Ian Banks (EMHF), Brenda O'Brien (OSHA), Karin Hädel (EFAD), Julia Hauk (CEEREAL), Marie-Josée Mozin (CEDE)



Should you have further questions or queries regarding this release, or to find out more about Breakfast On Trial or Breakfast is Best, please contact us at [info@breakfastisbest.eu](mailto:info@breakfastisbest.eu).



The European Association of Teachers is an organisation promoting understanding of EU issues amongst educators in all member states. [www.aete.eu](http://www.aete.eu)



The Club Européen des Diététiciens de l'Enfance aims to promote the nutritional health of children and defend the profession of pediatric dietician by recognizing its importance. [www.cede-nutrition.org](http://www.cede-nutrition.org)



CEEREAL represents the breakfast cereal and oat milling industries in their relations with the European institutions, industry and consumer associations as well as consumers. [www.ceereal.eu](http://www.ceereal.eu)



The European Federation of the Associations of Dietitians aims to promote dietetics on a scientific and professional level and encourage a better nutrition situation for its member countries. [www.efad.org](http://www.efad.org)



The European Medical Association - Created by and for doctors, EMA is essentially a service organization that aims to improve the quality of health-care and medical working conditions in the European Community. [www.emanet.org](http://www.emanet.org)



The European Men's Health Forum aims for a future in which all men in Europe have an equal opportunity to attain the highest possible level of health and well-being. [www.emhf.org](http://www.emhf.org)