

**Manic mornings: how modern life is affecting the breakfast table.
New research reveals kids would be happier spending more time
together as a family than playing computer games.**

- **Getting the kids dressed and separating them from mobile phones are among the biggest early morning challenges, according to parents**
- **A staggering 54 per cent of families in the UK spend less than 10 minutes having breakfast together**
- **Modern life means we often skip one of the best opportunities for happiness and family bonding**
- **Stacey Solomon, 28, mum of two, opens up about her breakfast time struggles and how she aims to balance a busy lifestyle with family time**

The biggest early morning challenges according to parents have been revealed. Getting the kids dressed, making sure they've cleaned their teeth and separating them from their mobile phones or the TV were cited as the leading causes of stress.

The new research, commissioned by Kellogg's to mark the launch of the new Coco Pops recipe with 40 per cent* less sugar, found one fifth of parents consider breakfast to be the trickiest time of day.

Getting their children out of bed, doing the school run on time and making sure they eat a balanced breakfast are also high on the list of biggest early morning tests for parents.

Amid all the chaos first thing, making time for breakfast is one of the biggest daily battles for parents across the country, as six in 10 parents now say they struggle to find enough time to eat breakfast as a family – and one in 10 never have breakfast together.

The poll of 1,800 parents of primary school children in the UK found a third of families are spending less than five minutes at breakfast together on average and over half spend less than ten minutes together.

To celebrate the new Coco Pops recipe, Loose Women's Stacey Solomon is teaming up with Kellogg's to talk openly about parents' breakfast time struggles and share her tips for a better start.

Stacey Solomon, TV personality, singer and mum of two, explained: *"As a working parent, it can sound impossible that breakfast could actually be a happy time, sometimes just getting my boys out of bed to eat anything at all before schooling starts is a struggle."*

“But I find it’s the simple things that make a big difference for adding a bit of happiness back into breakfast. In our house, my two boys choose their favourite music and we’ll have a little sing and dance around the table – it sounds silly but it works!

“Even just 20 minutes sitting down to eat with my boys before a busy day sets us all up so much better.”

Of the families that do manage to eat breakfast together, over half do so just three or fewer times a week - and one third wish they could eat together in the morning more often than they do.

The research also found that having breakfast together more often makes the whole family happier.

When it comes to making kids happier at breakfast time, surprisingly it’s the simple things that would make children enjoy their mornings more. Spending time together as a family and choosing their own breakfast ranked higher than playing computer games. Parents would like change too, with three in 10 saying they would be happier without arguments.

Despite nearly three quarters of mums and dads still seeing breakfast as the most important meal of the day, a third say breakfast makes them feel stressed and overwhelmed.

A quarter cite their biggest concern as making sure their child has a balanced breakfast, and seven in 10 believe what their kids eat first thing in the morning affects their mood and energy levels throughout the day.

Kellogg’s has revealed a new and improved recipe for Coco Pops, one of the bestselling cereals in the UK, which now contains 40 per cent less sugar to help make healthier choices easier for families at breakfast. Kellogg’s food developers have used cocoa and grains, without artificial sweeteners, to keep the much-loved chocolatey taste.

Speaking about the Coco Pops sugar reduction, **Bridget Briggs, senior director of food development for Kellogg’s**, said: *“We take our responsibility to reduce sugar in our products very seriously and, after years of development, we’re thrilled to finally launch the new Coco Pops 40 per cent less sugar recipe.”*

Kellogg’s has spent three and a half years developing the new recipe, helping to create a more guilt-free breakfast. This change in recipe is part of Kellogg’s Better Starts plan to overhaul its cereals and help families make healthier choices. New recipe Kellogg’s Coco Pops is now available in major supermarkets across the UK.

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For more information please contact the Kellogg’s Press Office on 0161 869 5293 or email pressoffice@kellogg.com

Notes to Editor:

*Rounded to nearest 10 per cent. Sugar has been reduced by 43 per cent vs previous recipe in 2017. Kellogg's Coco Pops has 30 per cent less sugar on average than other chocolate flavoured toasted rice cereals. IRI UK 2017. www.cocopops.com