

# EXHIBIT B-5



Start your day with **nutella** spread...  
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# nutella®

## Tips for Moms

Build Your Own Breakfast

Our expert, Connie Evers M.S., R.D., is an award-winning, registered dietitian, children's nutrition expert and mother of three. She has partnered with Nutella® to help spread the word about how Nutella® can help moms win the daily "battle at breakfast."



Connie is answering some of your most commonly asked questions about breakfast, children's nutrition and sharing tips on how to get your children to eat a balanced and nutritious breakfast. Let's check out the latest from Connie below!

**Q: What is the best breakfast to serve my child in the morning?**

Connie: The "best" breakfast is the one that will be eaten! With the unique taste of Nutella®, kids may think they are eating a treat for breakfast, while moms are helping nourish their children with whole grains. A slice of whole wheat



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toast spread with Nutella®, a serving of fresh fruit and a cup of yogurt or 1% milk provides perfect balanced nutrition to start the day.

**Q: My mornings are too hectic and crazy to make sure my kids get a balanced breakfast every day, what can I do?**

Connie: Everyone can relate to the morning rush. So to make it easier on yourself, get organized. Keep your kitchen stocked with plenty of "grab-and-go" foods such as yogurt, string cheese, bananas, grapes, 100% juice boxes, whole grain English muffins, pita bread, or mini-bagels and a delicious spread such as Nutella®. Even on the most rushed days, you can send your child out the door with an easy breakfast.

**Q: Why is it so important for children to eat breakfast?**

Connie: Regular breakfast consumption has been linked to many benefits. An article in the Journal of the American Dietetic Association which summarizes numerous studies on breakfast consumption<sup>1</sup> showed that children who ate breakfast regularly are more likely to have better overall diet quality. Children and adolescents who eat breakfast may make more healthful food choices and establish more healthful dietary habits. The studies also show that eating breakfast may positively benefit academic performance, school attendance and mood of children and adolescents.

**Q: What is considered a "balanced breakfast?"**

Connie: A balanced breakfast should provide the proper balance of protein, carbohydrates from whole



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grains, fat and the nutrients provided by either a serving of fruit or vegetables. For example, a breakfast that consists of a small whole grain bagel with Nutella®, 1/2 cup of sliced strawberries and 1 cup of 1% milk is suitable for school-aged children.

**Q: Why do you recommend using Nutella® as part of a balanced breakfast?**

Connie: Research reflects the importance of eating a balanced breakfast on a daily basis and the positive impact breakfast has on individuals.<sup>1</sup> When used in moderation with complementary foods, Nutella® can form a part of a balanced meal. You can start your day with a genuine and tasty breakfast by spreading Nutella® hazelnut spread on a variety of bakery goods, preferably whole wheat or multigrain bread. Add a glass of 1% milk and juice or fruit to get the right fuel to start your day!

**Q: Is it good to consume fat as a part of breakfast?**

Connie: Yes. The DRV (Daily Recommended Value) of fats is 65g, therefore you could spread out your fat intake throughout the day. Fat is an essential nutrient and necessary for a number of reasons, including providing taste and increasing satiety. A proper balanced breakfast containing protein, fats and complex carbohydrates will keep you feeling full for longer than a simple carbohydrate rich breakfast.

**Q: Does Nutella® hazelnut spread contain any hydrogenated oil or trans fat?**

Connie: No. Nutella® hazelnut spread does not contain any hydrogenated oil or trans fat.



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**Q: What is an appropriate amount of Nutella® hazelnut spread to serve at breakfast?**

Connie: The key to enjoying Nutella® hazelnut spread at breakfast is an appropriate serving amount. For example, just 1 tablespoon is a good amount for moms to serve to their children on a slice of whole grain toast.

**Q: How does the amount of sugar per serving of Nutella® hazelnut spread compare to other breakfast condiments?**

Connie: Nutella® hazelnut spread has a nutritional profile that is comparable to other popular breakfast condiments, such as jellies and syrup.

**Q: How does the amount of sodium per serving of Nutella® hazelnut spread compare to other breakfast spreads?**

Connie: Nutella® hazelnut spread is a low sodium product with only about 7.5 milligrams per tablespoon. Nutella® is lower in sodium than many popular nut butters.

**Connie's Morning Breakfast Tips**

Breakfast should be something families look forward to, rather than a stressful and challenging experience for moms and children. Below are my suggestions on making this daily routine more enjoyable for you and your children.



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- **Get up, and eat!** Get the kids up earlier on weekdays to spend some mommy-and-me time and eat a proper breakfast with your kids.
- **Be a role model.** Moms who eat a balanced morning meal benefit, too, and also set a good example for their children.
- **Variety is key.** Children need a balance of nutrients and tasty goodness, and moms need a breakfast solution that is quick and convenient! Be sure to include sources of whole grains, protein, fat and nutrient-boosting fruits or vegetables as part of the breakfast plan.
- **Provide small portions.** If your child tells you he or she is not hungry in the morning, offer a smaller breakfast as a tasty treat and send a packed snack to help him or her make it through the morning.
- **Make breakfast a family affair.** Enlist your child in making breakfast happen. Decide on the breakfast menu and set the table the night before. Make breakfast fun by planning with your child and making it together.

"Rampersaud GC, Pereira MA, Girard BL, Adams J, Mezl JD. "Breakfast Habits, Nutritional Status, Body Weight, and Academic Performance in Children and Adolescents." *Journal of the American Dietetic Association* 2005;105:743-760.

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