

# The whole story



Kick-off your fitness regime long before you even hit the gym with a wholegrain head start

**N**o longer the preserve of the health spa, a wholesome, wholegrain cereal could be the best energy-boosting, fitness move you make today. Kick-start your regime each morning with a cereal that's packed with wholegrain and you're well on the way to feeling as good on the inside as you're working hard to look on the outside. With wholegrain-packed cereals such as Weetabix, Alpen, Ready brek and Seriously Oaty you're giving your system a completely fair advantage. All are made with wholegrains, giving you an excellent source of carbohydrate which is broken down into essential energy. But it's not just about fuelling your gruelling regime. Cereals that are packed with fibre-rich wholegrains will also give your digestive system a helping hand – helping to decrease the risk of some types of bowel and stomach cancer. So get yourself off to a wholegrain start and you'll be packing in a healthy breakfast.

RAISIN THE STAKES:  
WHOLEGRAIN-  
PACKED ALPEN  
PROVIDES AN IDEAL  
FUEL FOR THE  
OUTDOOR MAN



## GET THE WHOLE BENEFIT

You already know how breakfast is the best start to the day a man can have, but by switching to a wholegrain meal you're going one step better. "Fortified wholegrain foods like Weetabix boost your iron and zinc and vitamin intake and bulk-up your diet with a great food that's high in fibre and low in fat" insists Sian Porter, registered dietician. "Wholegrain meals also fill you up, helping to remove the urge to snack and making it easier to maintain a healthy body weight."