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News

Glucerna[®] Cereal Survey Finds People with Diabetes Experience 'Breakfast Envy'

Abbott Nutrition's new Glucerna[®] Cereal helps fight 'breakfast envy' and takes the guesswork out of morning meal planning

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COLUMBUS, Ohio, June 25, 2007 — Ever watched a friend savor a great meal – and said to yourself: "I wish I could eat that?" According to a national online survey commissioned by Abbott Nutrition's Glucerna Cereal, many people with diabetes say this to themselves every day. In fact, more than eight out of every 10 people with type 2 diabetes have experienced this envious, left-out feeling at breakfast time – when family and friends munch on convenient foods such as sweetened cereals or pastries. People with diabetes know these foods can spike their blood sugar, and 80 percent of those polled want more variety in their breakfast choices.

"For many people, breakfast consists of whatever they can grab and eat on their way out the door in the morning, but it takes a lot more planning for people living with diabetes," says chef and cookbook author Robyn Webb, MS, LN. "The survey data clearly shows that people with diabetes often feel limited in their breakfast choices, especially if they don't have time to prepare a meal themselves."

Of the 505 people age 18 and older with type 2 diabetes who participated in the Glucerna breakfast survey, half (50 percent) of the survey respondents said that a food designed specifically for people with diabetes would make their breakfast routine more convenient. But it also has to taste good: almost one-third (32 percent) rated taste as the most important factor in choosing a breakfast food, according to the survey. Cereal rated highest as their breakfast food of choice, with 37 percent eating cereal most often.

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To respond to consumer demands, Abbott recently introduced Glucerna Cereal, a great-tasting cereal formulated specifically for people with diabetes that is clinically shown to help minimize blood sugar spikes better than a leading corn flake cereal. The latest addition to the line of Glucerna nutrition bars, shakes and related products, this new cereal contains an important mineral, chromium picolinate, which helps the body's own insulin work more efficiently. Glucerna Cereal also includes five grams of whole-grains and three grams of protein per serving.

Almost two-thirds (63 percent) of survey respondents say they often eat foods lacking in flavor in order to help them manage their condition. Additionally, 49 percent admit to having eaten something for breakfast they knew would spike their blood sugar because they simply wanted their favorite breakfast food.

The survey also showed that more than 1 in 5 (21 percent) of those who skip breakfast do so because it is such a challenge to find foods that help manage their condition. Missing breakfast can have consequences beyond being hungry, according to the survey:

- 58 percent reported having less energy
- 42 percent eat more during the rest of the day
- 38 percent experience drops in their blood sugar level when medication is taken on an empty stomach
- 34 percent become cranky

Other research has demonstrated that people who skip breakfast have four and a half times (4.5) greater risk for obesity,¹ while people who eat breakfast have better overall nutrient intake and lower fat intake.²

“Eating a healthy breakfast is essential for helping to maintain blood sugar control, but until now, people with diabetes have had a limited number of tasty and convenient breakfast options that help meet their nutritional needs,” said Lorena Drago, MS, RD, CDE, a registered dietitian and certified diabetes educator. “Glucerna Cereal allows people with diabetes to enjoy a traditional breakfast food while helping to reduce their blood sugar response as compared to a leading corn flake cereal.”

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¹ Ma Y et al. Am J Epidemiol 2003; 158:85-92.

² Wyatt HR et al. Obes Res 2002; 10:78-82.

In addition to the innovative new cereal, Abbott recently launched a new and improved line of Glucerna nutrition products including an enhanced version of the popular Glucerna Shakes, as well as new snack shakes and mini-snack bars. The new line of Glucerna products is available in the pharmacy section of retail stores throughout the country. Glucerna products are for use under medical supervision as part of a diabetes management plan.

Survey Methodology

The Glucerna Breakfast Survey was conducted by Kelton Research between March 9th and March 19th, 2007 using an e-mail invitation and an online survey. Quotas were set to ensure reliable and accurate representation of the total type 2 diabetic population age 18 and above in the United States. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results.

In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 4.4 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

The Diabetes Control for Life™ Program

To help people successfully manage their diabetes – including making nutritious choices at breakfast and throughout the day – Abbott offers Diabetes Control for Life, a comprehensive and customizable online program. This free program provides:

- Helpful, motivating articles and e-mail communication about healthy eating, exercise and lifestyle
- Customizable meal and fitness plans
- Access to live, one-on-one instant messaging with dietitians
- A personal tracker to monitor blood glucose levels and weight loss

More information about Glucerna products, along with access to high-resolution images, is available for the news media at www.e-mediaroom.com/glucerna. For more information about the Diabetes Control for Life program, visit www.diabetescontrolforlife.com.

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About Abbott Nutrition

Abbott Nutrition develops and markets a wide range of science-based infant formulas, medical nutritionals, nutrition and energy bars, and related products to support the growth, health and wellness of people of all ages. Abbott Nutrition's internationally recognized brands include the Similac[®] brand of infant formulas; the Gain[®] brand of growing-up milks for older babies and toddlers; the PediaSure[®] brand of nutritionals and snacks for children; and the Ensure[®] brand of adult nutritionals.

Additionally, Abbott Nutrition is a leader in medical foods clinically shown to help address the distinct dietary needs of people with serious health conditions or special nutrient requirements, such as the Glucerna[®] brand of nutrition shakes, snack shakes, meal bars, snack bars and mini-snack bars for people with diabetes. For more information, visit www.glucerna.com. Abbott Nutrition also offers specialized nutrition products to help meet the unique needs of competitive athletes.

Abbott Nutrition products are marketed through the Ross Products Division in the United States, and the Abbott Nutrition International Division outside the United States.

About Abbott

Abbott is a global, broad-based health care company devoted to the discovery, development, manufacture and marketing of pharmaceuticals and medical products, including nutritionals, devices and diagnostics. The company employs 65,000 people and markets its products in more than 130 countries.

Abbott's news releases and other information are available on the company's Web site at www.abbott.com.



Abbott Nutrition's new Glucerna® Cereal is a convenient and great-tasting way for people with diabetes to enjoy a traditional breakfast food while managing blood sugar levels.