



COLD CEREAL IS A HOT TREND! TIPS FOR D-I-Y PARTIES

From chic restaurants to sleepover parties for kids, cereal is on menus more often

American Dairy Association

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SUGGESTED TEASE	STILL TO COME - IT'S NOT JUST FOR BREAKFAST ANY MORE. WE'LL SHOW YOU WHY COLD CEREAL IS A HOT TREND - AND SHARE SOME COMBINATIONS YOU MAY NEVER HAVE IMAGINED. THAT'S NEXT.
ANCHOR LEAD	WE ALL SIT DOWN TO EAT A BOWL OF CEREAL FOR BREAKFAST FROM TIME TO TIME, BUT CEREAL SEEMS TO BE ON THE MENU MORE THAN EVER BEFORE. ANY TIME, DAY OR NIGHT, COLD CEREAL IS A HOT NEW TREND - AND IT'S NOT JUST FOR KIDS. WITH MORE ON THIS FLAVORFUL FAD - AND SOME COMBINATIONS SURE TO PIQUE YOUR INTEREST - HERE'S CLARK POWELL.
	(Nats - Washing fruit) :02
CG: Courtesy: American Dairy Association Mideast Shots of Kym washing berries Shots of Kym with kids	AS A COLLEGIATE ATHLETE, KYM GREENE LEARNED THE IMPORTANCE OF EATING A HEALTHY DIET - AND AS A MOTHER, WANTS TO MAKE SURE SHE PASSES ALONG THOSE SAME LESSONS TO HER CHILDREN. :08
CG: Kym Greene Mom who hosts cereal parties	"It's very important to me what my kids put into their bodies. So, having them be a part and having choices, healthy choices, is very, very important." :10
Wide shot of kids at cereal bar Shots of kids filling their bowls Shots of fruit, cereal and milk	SO, KYM IS ONE OF A GROWING NUMBER OF MOMS THROWING <i>CEREAL</i> PARTIES. INSTEAD OF GIVING KIDS PIZZA OR CHIPS AND SODA FOR SNACKS OR SLEEPOVERS, KYM SETS UP CEREAL BARS - INCLUDING FRESH FRUITS AND WHOLE GRAINS MIXED WITH LOWFAT MILK AND YOGURT. :14
CG: Karen Bakies, RD American Dairy Association Mideast	"It's taking that breakfast cereal, that traditional breakfast meal, and making it fun. And making it the way you want to eat it." :08
Karen working at desk Shots of cereal bar display	KAREN BAKIES (BAY-keys) IS A REGISTERED DIETICIAN WITH THE AMERICAN DAIRY ASSOCIATION MIDEAST. BESIDES BEING HEALTHY, SHE SAYS CEREAL BARS CAN ALSO BE EDUCATIONAL.

Shots of kids eating	KIDS OFTEN TRY NEW FOODS IN THESE SITUATIONS AND LEARN TO TAKE OWNERSHIP OVER THEIR DIETS. :14
Karen Bakies (CG'd earlier)	"I think that when we have choices we're more likely to eat the food that we create, when we can make it and design it ourselves." :06
Shots of Kym and friend eating Still photos of stores Shots of ADA's cereal bar / close ups	AND IT'S NOT JUST FOR KIDS. IN FACT, IN SOME CITIES CEREAL RESTAURANTS ARE OPENING CATERING TO ADULT PALATES. RECIPES CALL FOR MIXING CEREALS WITH SPICES LIKE MUSTARD, GARLIC AND EVEN CHILI POWDER. :12
Karen Bakies (CG'd earlier)	"You can do a hot cereal or a cold cereal and use some different kinds of herbs. You can use lemon rind, you can use thyme, you can use mint. You can use different kinds of herbs to infuse the different flavors." :10
Shots of Kym eating parfait Shot of kids eating	IT'S A CONCEPT KYM APPRECIATES, NOT JUST FOR THE TASTE, BUT FOR HELPING KIDS FORM HEALTHY HABITS, WHETHER THEY REALIZE IT OR NOT. :06
Kym Green (cover with kids eating)	"They love it. They love the yogurt, they love milk." :02
Kym Greene (CG'd earlier)	"I want them to know that their bodies are like machines, and if you don't feed your body well it's not going to work good in school and in sports."
Wide shot of cereal party	IN COLUMBUS, OHIO, THIS IS CLARK POWELL REPORTING. :02
ANCHOR TAG	SO FAR CEREAL RESTAURANTS HAVE OPENED IN NEW YORK, VIRGINIA AND TEXAS. IF YOU'D LIKE TO SET UP YOUR OWN CEREAL BAR FOR YOUR FAMILY OR FRIENDS, YOU CAN GO TO DRINK-MILK.COM FOR IDEAS AND RECIPES.
 Share it! Suggested tweet:	Cold cereal is a hot trend in dining! Experts @ADAMideast offer ideas and recipes for your family: bit.ly/1QekGi6
 Suggested post:	You've heard of salad bars, pasta bars and sushi bars - but the latest craze is <i>cereal</i> bars! In homes and restaurants across the country, cold cereal is a hot item! See why moms and dieticians alike don't mind seeing it on menus more often: bit.ly/1QekGi6
	Extra Bites
CG: Karen Bakies, RD American Dairy Association Mideast	<i>Bakies talks about the evolution of different food bars -</i> "I know I have done mashed potato bars, I've done taco bars, I've done pasta bars. And so this is a new one and a switch is to do it on breakfast and have a cereal bar." <i>Bakies talks about the nutritional value of cereal bars -</i> "We always think of that bowl of cereal in the morning, and this is dressing up that bowl of cereal. Adding the milk which is going to

<p>CG: Karen Bakies, RD American Dairy Association Mideast</p>	<p>give you all of the benefits of the calcium, the protein, and that high-quality protein that's going to stay with you for the day. But it's also then adding in those other food groups on top of it.”</p> <p><i>Bakies offers website address for more ideas and information -</i> “If you want to get more ideas for additional breakfast cereal bars, or do-it-yourself bars, you can go to drink-milk.com and we have all kinds of ideas.”</p>
<p>CG: Kym Greene Mom who hosts cereal parties</p>	<p><i>Greene talks about the appeal of cereal bars -</i> “What's appealing to the cereal bars to me is the fact that it takes place of snacks such as chips, and soda. I like the fact that the kids have a choice.”</p> <p><i>Greene talks about the benefits of cereal bars often -</i> “They can come from playing or sports or doing homework and they have a choice of fruit, cereal, and of course milk, which provides the vitamin D that I know is good for their bones and their teeth.”</p>
<p>Producers & Reporters:</p>	<p>To download scripts, video and photos go to: http://www.multimedianeewsroom.tv</p>

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