



Weight Watchers® Smart Ones® Expands Line of Breakfast Items and Makes It Easier to Eat Smart From the Start

Survey Finds Americans Not Eating Breakfast Regularly; New Smart Ones Items Offer Exciting New Flavors and Weight Watchers® PointsPlus™ Values

PITTSBURGH--([BUSINESS WIRE](#))--Starting your day off right just got a little easier with new breakfast options from Weight Watchers Smart Ones. The new items represent an expanded variety of smart options from which to choose in the line of frozen meals and also feature the new Weight Watchers **PointsPlus** values as a way to give people yet another opportunity to make smart choices throughout the day.

According to a recent survey from Food Insight, 93 percent of Americans agree that breakfast is the most important meal, yet less than half (44 percent) are eating it every day. To help kick off the morning the right way, Smart Ones is introducing two new breakfast items filled with protein and whole grains. The new varieties include an egg, sausage and cheese breakfast wrap as well as a French toast entrée that is complemented with turkey sausage. These delicious and convenient breakfasts offer a tasty alternative to many of the same standard morning quick fixes.

“We know it can be difficult to eat your best all of the time, especially with the pressures of a busy schedule, so we want to give people a variety of convenient and delicious options that make it easier than ever to make smart choices they can enjoy throughout the day,” said Mark Fleming, director of Smart Ones. “With our newly expanded line, you can enjoy a delicious, warm breakfast in a fraction of the time it takes to make it yourself, while still staying on track.”

The new additions to the Morning Express breakfast line have 290 calories or less and 8 grams of whole grains. They are ready to serve right out of the microwave:

- **Egg, Sausage and Cheese Smart Morning Wrap** contains scrambled egg whites, cheesy sauce, breakfast sausage, vegetables and cheddar cheese in a soft tortilla with 11 grams of protein and a Weight Watchers **PointsPlus** value of six.
- **French Toast with Turkey Sausage** is served with a side of syrup, and contains 14 grams of protein and a Weight Watchers **PointsPlus** value of seven.

The new breakfast items are available at most major grocery stores and retailers nationwide in the frozen food section. The suggested retail price for the new breakfasts is \$3.09. These two new items join the existing Smart Ones Morning Express breakfast line, which offers an assortment of well-balanced breakfast options, including a breakfast quesadilla, stuffed breakfast sandwich, English muffin sandwiches and cheesy scrambles.

Smart Ones brand offers the only frozen nutritional meal that displays the new Weight Watchers **PointsPlus** values on its packaging. For more information about Weight Watchers Smart Ones or the new products, visit www.eatyourbest.com.

Weight Watchers

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*Source: International Food Information Council Foundation

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