

**Media Advisory**

Date: Sept. 26, 2025

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Stacks for Success

What:

To Celebrate Better Breakfast Month, H-E-B will host a community Kodiak protein pancake eating competition on Sept. 30 with an entry fee of \$5. The event will feature timed rounds: ages 5–10 will eat three pancakes, ages 11–17 will eat five, and men and women 18 and older will each eat seven. Mini pancakes will be served for attendees, and activities include face painting, bubbles, music, Disney princesses and superheroes. Nutrition experts will be available for interviews and to answer attendee questions for the duration of the event.

When:

Competition and festivities 8 a.m. to noon, Friday, Sept. 26

- 8 a.m. – First competition
- 9 a.m. – Second competition
- 10 a.m. – Third competition
- 11 a.m. – Final competition

Where:

H-E-B front parking lot: 1821 S Valley Mills Drive, Waco, TX 76711

Why:

The event promotes community engagement and the importance of beginning the day with a healthy breakfast. Kids who eat a nutritious meal before school perform and behave better in class. Breakfast as a family encourages healthy eating habits and connection. As students head back to school, this event reminds families to start the day strong with breakfast.

Photo Opportunities:

Princesses and superheroes will be available for photo opportunities from 8 a.m. – noon.

Interview Opportunities:

Nutrition experts Mary Katharine Hutchinson, MS, RDN, LDN, and JoAnn Breaux, RDN, LD, will be available next to the pancake making station from 7 a.m. until the first competition at 8 a.m.

About H-E-B:

H-E-B, a top Texas employer since 1905, is built on the belief that every person counts, with 165,000 Partners dedicated to improving lives and communities while selling groceries.