

# FAQs

## 1: Define what is breakfast?

Breakfast is the first meal of the day that people usually take. The word “Breakfast” means breaking the fast after one has not eaten since the night before.

Starting the day with a well -balanced meal that supplies dequate,protein,carbohydrate and fiber.“Breakfast” means breaking the fast” ,it is considered as a most important meal.

## 2: Explain what is True Cereal Grains?

There are a number of different types of grains found family ‘Poaceae’ which including Oats,wheat,rice,corn ,barley,sourgum,rye as well as millet. Within these groups there are also varieties such as farro, freekeh, emmer and spelt.

## 3: What are Breakfast cereal ?

Some cereals mainly used for breakfast, they are called breakfast cereals. Breakfast cereal is a food made from processed grains that is often eaten as the first meal of the day. It is eaten hot or cold, usually mixed with milk, or fruits or yogurt.

Some companies promote their products for the health benefits with high-fiber cereals.. The breakfast cereal industry has gross profit margins of 40-45%, 90% penetration in some markets.

## 4: Define ,Oatmeal and Muesli?

**Oatmeal:**A bowl of oats in the morning is great for those suffering high cholesterol and diabetes, provided you don't add extra sugar to it. The high fibre content in oats balances the blood sugar, and relieves people prone to depression.

**Muesli:** Muesli is a great breakfast choice as it has raisins, almonds and four different grains. The comparatively high sugar content in muesli keeps growing children and those into sports, energetic.

## 5: Write notes on Importance of Whole Grains ?

Whole grains provide essential vitamins, minerals, protein and fibre and cereals based on these are the best choice. Many cereals these days are fortified with vitamins and minerals, but based on refined grains. Whilst these are better options than unfortified varieties, it is always best to go with a whole grain option if you can.

There are a huge number of ready to eat cereals available in the US, with new varieties hitting the shelves every day. To choose the best option for you it is important to read nutrition labels and compare brands.

## 6: List out Health benefits Rye grain?

**Rye contain many vitamins carbohydrates and other health benefits .they are listed below?**

- High in carbohydrate (mainly starch), with a lower GI than most other grains.
- Relatively high protein content (around 15%), with a higher lysine content than most other cereals.
- Contains a protein complex which forms gluten.
- High in potassium and low in sodium. Contains vitamin E.
- Excellent source of dietary fibre.
- Rye has more soluble fibre than wheat, however, less is known about the effect of dietary fibre found in rye.
- Contains B-group vitamins such as thiamin, riboflavin, niacin, vitamin B6 (pyridoxine), folate and pantothenic acid.
- Contains iron, zinc, magnesium, phosphorus and selenium (depending on the soil content of selenium).
- Contains small amounts of copper, manganese and calcium.
- Contains phytochemicals including lignans, phenolic acids, phytic acid, plant sterols and saponins.

## 7: Write notes on Ready to eat cereals and Ready to cook cereal?

**Ready to eat cereals:** This category consists of cereals that can be consumed without cooking. They can be consumed solely or along with accompaniments like milk, fruits and water. It includes Cornflakes, wheat flakes, multi-grain flakes, granola bars, puffed and pulverized cereals like marmalade and popcorn, cereals made from soy or bran, and squeezed-type cereals made from grain flour or powder.

**Ready to cook:** Cereals that have to be cooked in milk, water or oil belong to this category. It includes instant and quick cooking oats, oatmeal, farina, porridge and

muesli. Depending upon the taste preferences, one can add sugar, salt, dried vegetables, fruits and spices to enhance taste of this cereal meal.

### **8: Explain what is Chocapic?**

**Chocapic** is a chocolate-flavoured whole-grain , distributed by Nestle in most of Europe and Latin America. The cereal consists of cocoa flavored wheat flakes and also that Chocapic has a strong chocolate flavour. A new product related to this cereal, Chocapic Duo, has been recently created, which features the usual chocolate petals with white chocolate one, creating a new product.

### **9: Mentation in detail what are the types of cornmeal?**

**Cornmeal** is a meal ground from dried maize or corn. It is a common staple food and is ground to fine, medium, and coarse consistencies, but not as fine as wheat flour.

A: Blue cornmeal is light blue or violet in color. It is ground from whole blue corn and has a sweet flavor. The cornmeal consists of dried corn kernels that have been ground into a fine or medium texture.

B: Steel-ground yellow cornmeal, which is common mostly in the United States, has the husk and germ of the maize kernel almost completely removed

C: Stone-ground cornmeal retains some of the hull and germ, lending a little more flavor. It is more perishable, but will store longer if refrigerated.

D: White cornmeal made from white corn, is more common in parts of Africa. It is also popular in the US for making corn bread.

### **10: Describe what are Processed cereals and Ready-made/ Breakfast Mixes?**

**Precooked/Processed cereals:** The consumption level of these cereals is maximum among breakfast cereals. They again can be divided into ready to cook and ready to eat subcategories. Ready to eat food here include cereal-/malt-based food/beverage

and/or pulse and crisp snacks, and dessert-type cereals products. Ready to cook cereals include fermented/ non fermented products, enriched products.

**Ready-made/ Breakfast Mixes:** These are dry or liquid mixes of other whole, flaked or ground cereal or grain with other ingredients. Idli or dosa batter, upma or poha mix are some examples. Instant mixes can be prepared with minimal effort and don't require a further addition of ingredients.

### **11: Make a list about Millet and its phytochemicals?**

1. Millets are gluten free,
2. Low in fat (which is mostly unsaturated) and high in carbohydrate (mainly starch).
3. A good source of dietary fibre.
4. High in potassium and low in sodium.
5. Contains B-group vitamins such as thiamin, riboflavin, niacin, vitamin B6 (pyridoxine), folate and pantothenic acid
6. Contains vitamin E.
7. Contains iron, zinc, magnesium, phosphorus and selenium (depending on the soil content of selenium).
8. Contains small amounts of copper, manganese and calcium.
9. Contains phytochemicals including lignans, phenolic acids, phytic acid, plant sterols and saponins.

### **12: Explain breakfast cereals Industry in India**

Breakfast cereals consumption is rising upward due to changing habits of Indian households. It secured USD 157 million in 2013 and promises the double-digit growth over the next five years. Breakfast cereals witnessed growth of 25% in 2014.

- Growing demand is witnessed due to changing lifestyle and preferences of Indian consumers.
- Success of breakfast cereals is riding on wheels of health and convenience.
- Products like Flakes have enjoyed popularity among majority households, followed by oats. New entrants in this category are ready-made mixes.
- Other products like muesli, are also received well and is foretasted to grow in coming years by CAGR of 17% at constant 2014 prices.

### 13: Explain what is Flattened rice?

**Flattened rice** (also called **beaten rice**) is a dehusked rice which is flattened into flat light dry flakes. They are most famously known as "Pohe" in malwa region. These flakes of rice swell when added to liquid, whether hot or cold, as they absorb water, milk or any other liquids. *Flattened rice* can be eaten raw by immersing it in plain water or milk, with salt and sugar to taste, or lightly fried in oil with nuts, raisins, cardamoms, and other spices.

### 14: Write notes on Quinoa?

This is another cereal, Gluten free and High in dietary fiber. Other properties are listed below;

1. Rich in carbohydrates, with a low glycemic index of 53.
2. High protein content (15%), providing all essential amino acids, including lysine.
3. Has an usually high ratio of protein to carbohydrate, since the germ makes up about 60% of the grain.
4. Relatively low in fat, most of which is omega-6 polyunsaturated fat.
5. In terms of minerals, provides notable quantities manganese, magnesium, iron, copper, phosphorus and potassium.
6. In terms of vitamins, contains notable amounts of Vitamin E and B-group vitamins.
7. Contains polyphenols, phytosterols and flavonoids.

### 15: Write about the importance of Millet?

Contains small amounts of copper, manganese, calcium as well as it is rich in vitamin E. Other important properties are,

1. Low in fat (which is mostly unsaturated) and high in carbohydrate (mainly starch).
2. A good source of dietary fiber and Gluten free
3. High in potassium and low in sodium.
4. .Contains B-group vitamins such as thiamin, riboflavin, niacin, vitamin B6 (pyridoxine), folate and pantothenic acid

5. .Contains iron, zinc, magnesium, phosphorus and selenium (depending on the soil content of selenium).
6. Contains phytochemicals including lignans, phenolic acids, phytic acid, plant sterols and saponins.