WHAT AMERICA (TW)EATS

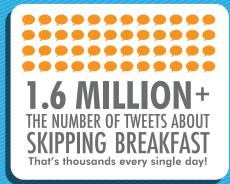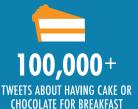Powered by the National **got milk?**
Milk Mustache Campaign

Breakfast is the most important meal of the day. What America (Tw)eats looks at America's **BREAKFAST SOCIAL MEDIA HABITS** on Twitter, analyzing more than **20 MILLION BREAKFAST TWEETS** over a two-year period.

1.6 MILLION+
THE NUMBER OF TWEETS ABOUT **SKIPPING BREAKFAST**
That's thousands every single day!

OUR MOST-TWEETED BREAKFAST FOODS ARE MISSING THE MARK

100,000+
TWEETS ABOUT HAVING CAKE OR CHOCOLATE FOR BREAKFAST

200,000+
THE NUMBER OF TWEETS ABOUT HAVING PIZZA FOR BREAKFAST

LEFTOVERS, FAST FOOD AND EVEN PIE ARE PART OF AMERICA'S BREAKFAST DISCUSSION

AMERICANS TALK ABOUT MORNING PROTEIN

1.3 MILLION PROTEIN-PACKED TWEETS
THE ESTIMATED AMOUNT OF TOP-TWEETED PROTEIN FOODS INCLUDING MILK, EGGS, BACON AND CHEESE

Experts recommend including 20-30 grams of protein at breakfast, but **THE AVERAGE ADULT BREAKFAST ONLY INCLUDES 10-12 GRAMS OF PROTEIN[1]**

AN EASY WAY TO GET PROTEIN IS TO ADD AN **8 oz. GLASS OF MILK** WITH **8g OF HIGH QUALITY PROTEIN**
that's more than an egg!

MILK MAKES THE *TOP TWEETED* LIST WITH MORE THAN **100,000 TWEETS!**

BREAKFAST is the time Americans are most likely to drink— and tweet about—milk

THE TOP THREE MILK-TWEETING STATES
(MOST TWEETS PER CAPITA)

1 OKLA HOMA
2 IOWA
3 MARY LAND

NEVADA & NEW YORK ARE ALSO MOST LIKELY TO **RUN OUT OF MILK**

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