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INDUSTRY NEWS



EAST SIDE ENTREES has launched "Gold Star" designation for its Breakfast Breaks line. Breakfast Breaks are grab-and-go meal kits that include cereal (from General Mills or Malt 'o Meal), a bread/grain component (such as Pepperidge Farm Goldfish) and a serving of 100% fruit juice. Eight of the kits qualify for the company's Gold Star, meaning they contain less than 20% of calories from fat, 25 grams of sugar or less, and essential vitamins. Visit breakfastbreaks.com.