



Have  
you had  
breakfast?





**Sorry sir, one banana  
definitely won't get  
you to lunchtime!**

**I prescribe Belvita  
breakfast biscuits.**



**WARNING**  
Toast @ 7.57am

.....  
**I am only  
alert until  
11:15<sup>AM</sup>**  
.....



[facebook.com/BelvitaUK](https://facebook.com/BelvitaUK)

**belVita**  
BREAKFAST

**TWEET**

a photo of yourself  
and your sticker for  
a chance to win the  
ultimate morning  
in Paris.



**#morningalert**





**No breakfast?  
You could be at risk of  
causing a right hoo ha!  
Your lack of morning  
alertness requires  
Belvita!**

# CERTIFICATE OF ALERTNESS

This is to certify that

*Trevor Hungerford*

has successfully attended the Belvita Breakfast Correction Facility, and is now morning alert.

No longer will this individual stare into space, spill cups of tea over expensive office equipment, or accidentally send bitchy emails to clients.



This is to certify that

*Laura Snacks*

has successfully attended the Belvita Breakfast Correction Facility, and is now morning alert.

No longer will this individual stare into space, spill cups of tea over expensive office equipment, or accidentally send bitchy emails to clients.



GIVE ME TO YOUR OFFICE MANAGER

# 15% OFF

Enjoy a 15% discount on large orders if you subscribe to Belvita and keep your whole office morning alert.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua enim ad minimen

Please make these seats available to  
people who've skipped breakfast.

They are a danger to themselves and others.



[facebook.com/BelvitaUK](https://www.facebook.com/BelvitaUK)



Today's paper

Sign in Mobile About us

Latest: **Man say Europe bad.**

Your search terms... Politics Search

guardian

News Sport Comment Culture Business Money Life & style Travel Environment Tech TV Video Dating

Politics EU referendum

**David Cameron calls for UK exemption from EU's 'ever-closer' union**

Prime minister strikes at heart of the European project in speech setting out his plans for an 'in or out' referendum by 2017

Nicholas Watt, chief political correspondent  
guardian.co.uk, Wednesday 23 January 2013 11.06 GMT

Jump to comments (784)

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World news European Union  
UK news  
More news  
EU referendum speech

Britain and Europe



Latest: **Man say Europe bad.**



Not morning alert enough to cope with headlines?



You require Belvita Breakfast urgently




Earn 50p off your next purchase




Take our alertness test now →



Today's paper

Latest: **Sun hot. You sweaty.**

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Your search terms... Weather Search

News Sport Comment Culture Business Money Life & style Travel Environment Tech TV Video Dating Offers Jobs

the guardian

News Weather London

London  
Five-day forecast | From Accuweather

Thursday 24 January

Cloudy with sunny spells

High 2°C 35°F

Low -4°C 24°F

Wind speed: 7 kph  
Wind direction: East north easterly  
Rain: 0.0 mm  
Chance of rain: 11%  
Sun rises: 07.51  
Sun sets: 16.37


Next four days 24 hour forecast

Monday

Sunday

Saturday

Tomorrow



Latest: **Sun hot. You sweaty.**

Not morning alert enough to cope with weather reports? 



You require Belvita Breakfast urgently 



Earn 50p off your next purchase 



 Take our alertness test now →

the**trainline**.com  
your first stop for train tickets

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1. Journey details | 2. Train times | 3. Choose seats | 4. Getting tickets | 5. Payment | 6. Confirmation

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Try our new [Live Departure Boards](#)

Single from Manchester to London Bridge [change journey](#)

Out  
Friday 25 Jan 2013  
Manchester Piccadilly MAN to London Bridge LBG

|          | < Earlier |           |           | Later >   |
|----------|-----------|-----------|-----------|-----------|
| Depart   | MAN 09:55 | MAN 10:15 | MAN 10:35 | MAN 10:55 |
| Arrive   | LBG 12:42 | LBG 13:01 | LBG 13:20 | LBG 13:41 |
| Duration | 2h 47m    | 2h 46m    | 2h 45m    | 2h 46m    |
| Changes  | 1         | 1         | 1         | 1         |

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You want to get to work, but will you make it to lunchtime?



You want to get to work, but will you make it to lunchtime?



Did you have breakfast?



Answer NO



You are a danger to yourself and others



Report to the Belvita Breakfast Correctional Facility [→](#)

Answer Yes



Congratulations, you are morning alert



Enjoy 50p off your next purchase of Belvita [→](#)

Will Chloe remain morning alert until lunchtime?



3 fails and she's out



08 43



**Fail 1:**  
Enters shower wearing glasses



10 38



**Fail 2:**  
Highlighter applied to lips instead of lipstick.



11 09



**Fail 3:**  
Sends sexy email to boss instead of date.



**OUT!**



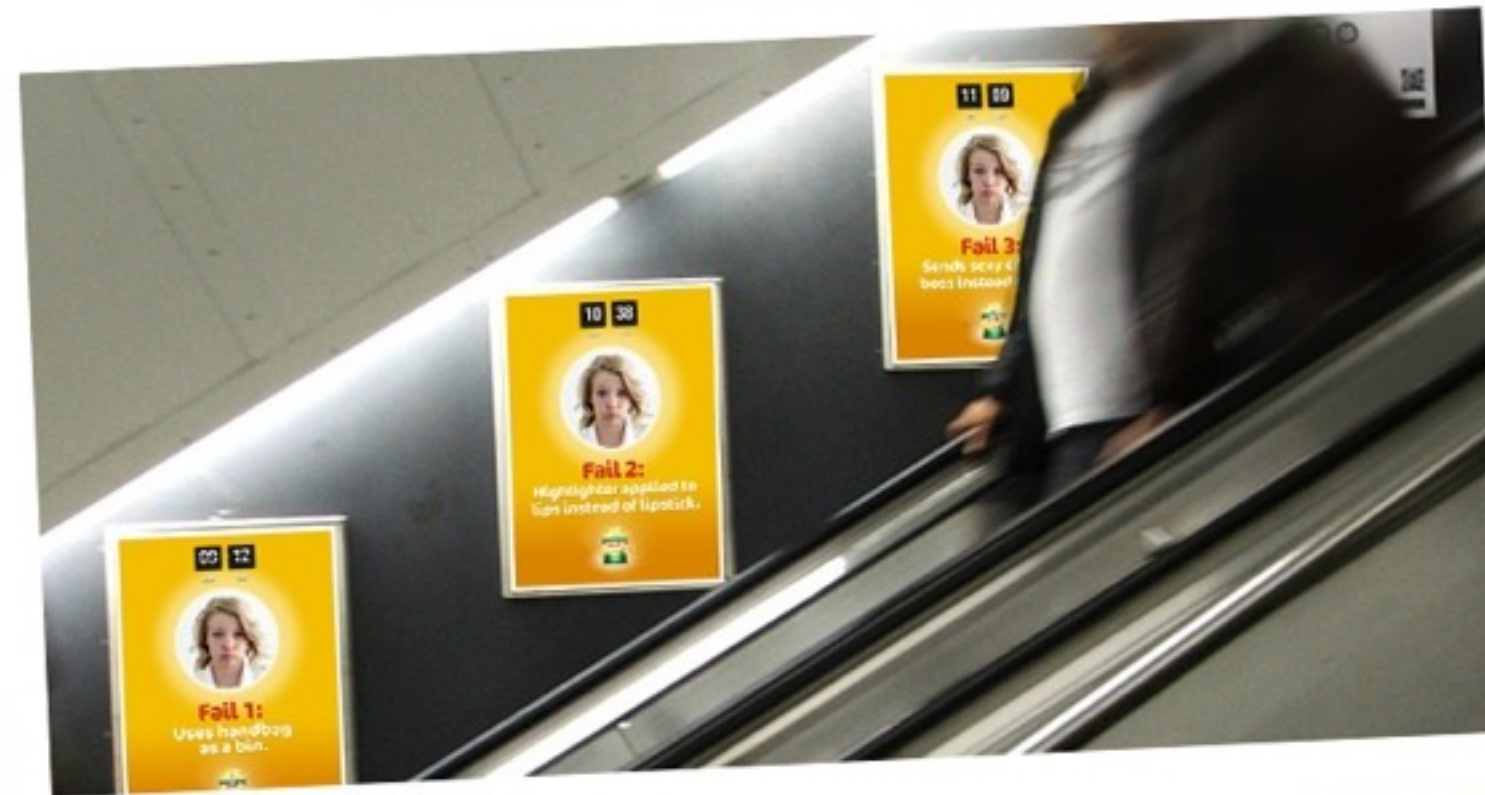
facebook.com/BelvitaUK

**belVita**

Energy for the whole morning

Protection from incompetence

facebook.com/BelvitaUK



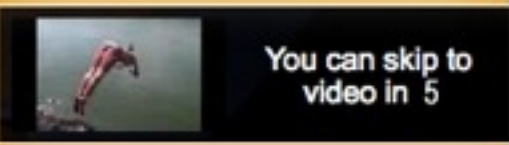
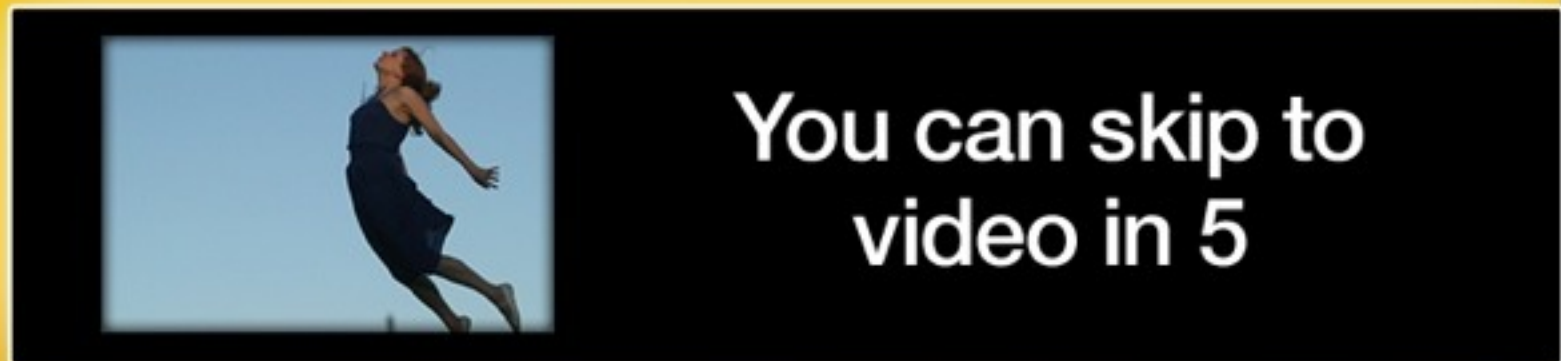
GUIDE

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louis ck

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The Ultimate Fails Compilation ✓

**FVA** FunnyVideosArchive · 8 videos

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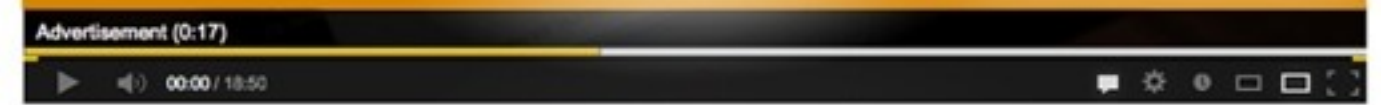
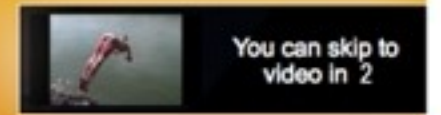
A compilation featuring the best of FunnyVideosArchive

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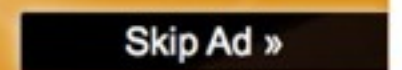
- Worst Bar Date E by DatingDoingSome 46,263 views 0:40
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- Fails of the Week Sept - FVA by FunnyVideosArchiv 2,830,512 views 4:00



BUT DON'T EVER SKIP BREAKFAST



YOU COULD BE A DANGER TO YOURSELF AND OTHERS





# Eaters VS Skippers

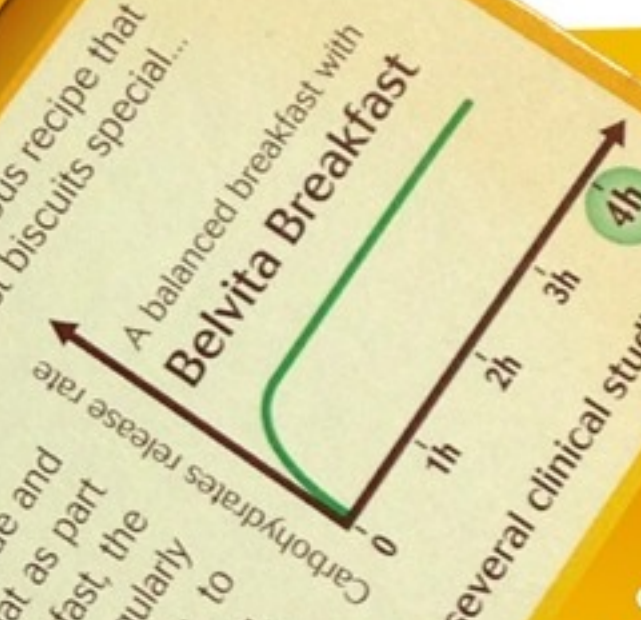


**Good morning, BelvEater!**

Thanks to your tasty and nutritious Belvita Breakfast Biscuits, you'll be alert all morning. But your friends and colleagues could be in danger of snoozing at key moments. Challenge them to our alertness tests and see who's going to make it to lunchtime in one piece. There are prizes and discounts to enjoy, so get going!

**Take the challenge at [facebook.com/BelvitaUK](https://facebook.com/BelvitaUK)**

It's more than just a delicious recipe that makes Belvita Breakfast biscuits special... They are carefully made and slowly baked so that as part of a balanced breakfast, the carbohydrates are regularly released over 4 hours to keep you going all morning.



This has been proven in several clinical studies.

**Subscribe to Belvita for 2 months**



- Energy for the whole morning
- Discount of 15%
- Protection from incompetence

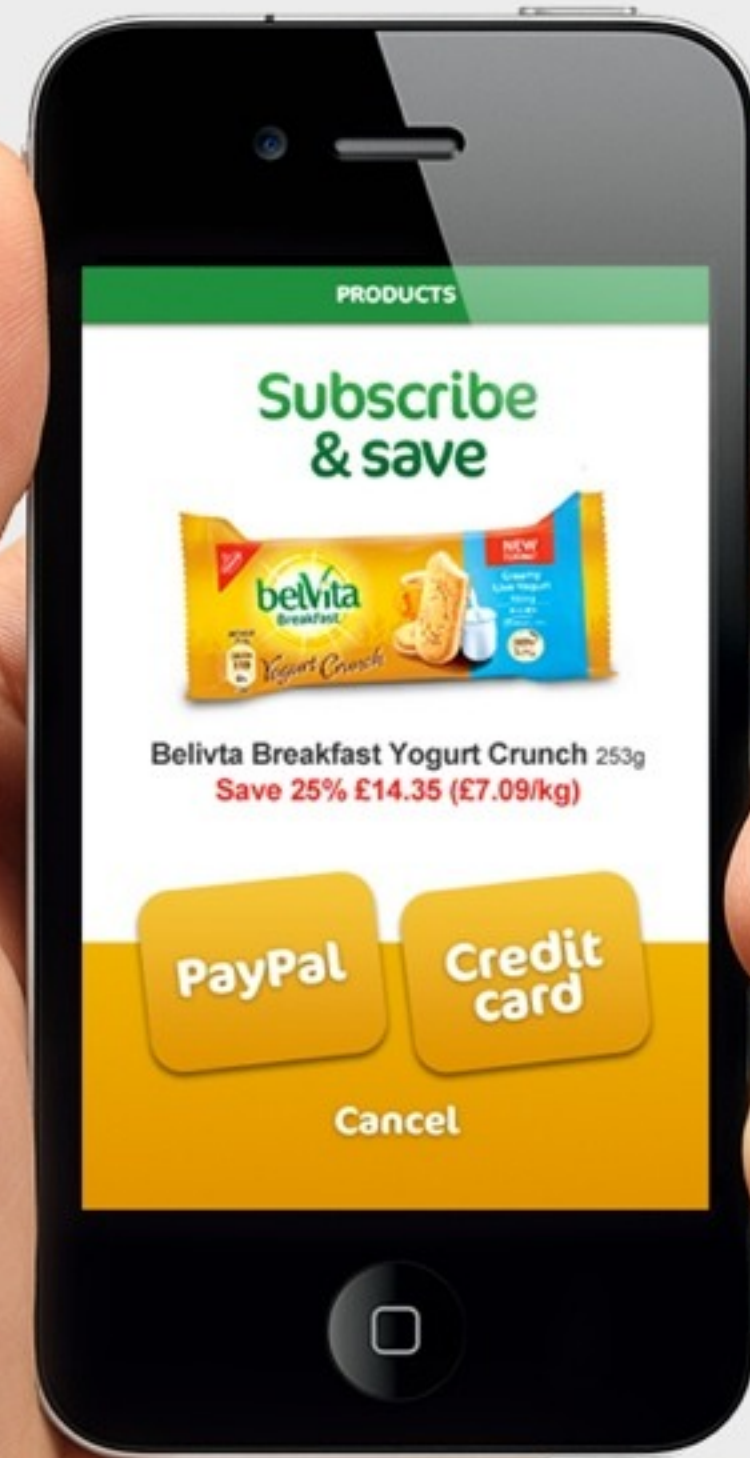
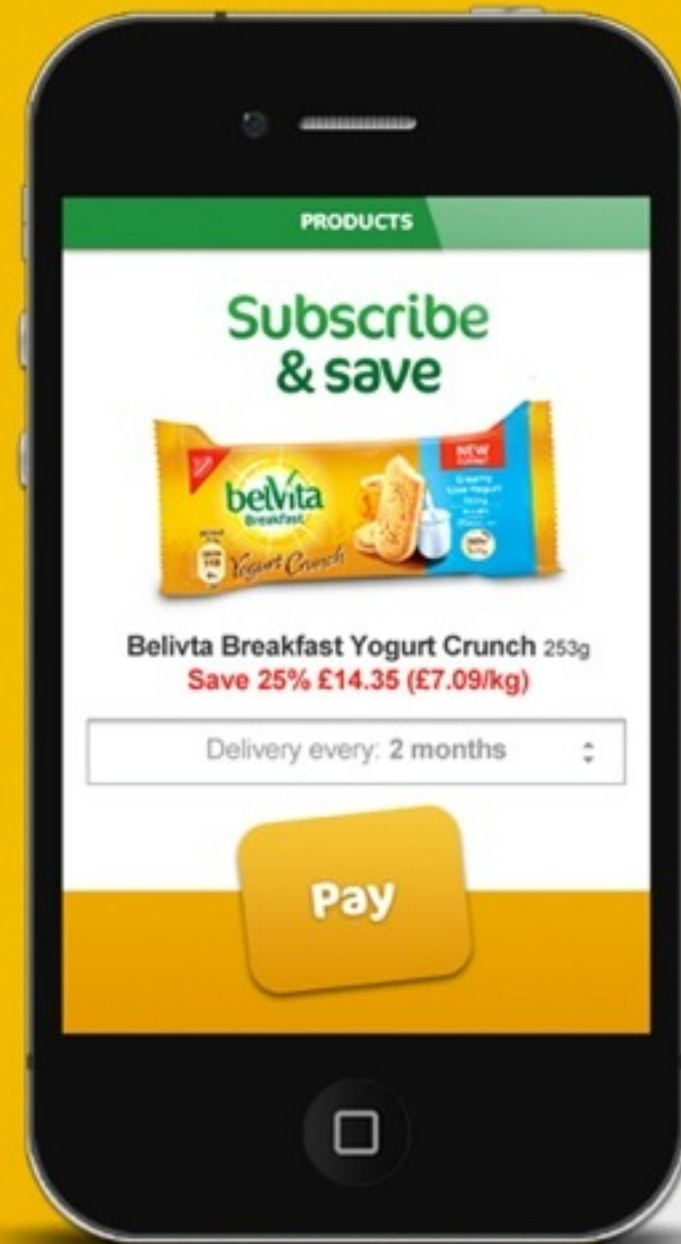
[www.belvitabreakfast.co.uk](http://www.belvitabreakfast.co.uk)

## Good morning, BelvEater!

Thanks to your tasty and nutritious Belvita Breakfast Biscuits, you'll be alert all morning. But your friends and colleagues could be in danger of snoozing at key moments.

Challenge them to our alertness tests and see who's going to make it to lunchtime in one piece. There are prizes and discounts to enjoy, so get going!

**Take the challenge at [facebook.com/BelvitaUK](https://facebook.com/BelvitaUK)**



www.facebook.com/belVita?fref=ts

facebook Search for people, places and things Durrelle Gregory Home



**belVita**  
11,371 likes · 474 talking about this

Food/Beverages  
New belVita Breakfast Biscuits. Power up, People. It's a new kind of breakfast.

Like Message

Subscribe & save 15% OFF

Highlights

Post Photo / Video

Write something...

London Share

belVita 5 hours ago

After the long march from York, Harold's army wasn't morning alert enough to fight the Norman invaders. #historicbreakfastfail

Recent Posts by Others on belVita

- Sue Hopkins oh my word i love these nom nom nom about an hour ago
- Tamara Peters OM Gosh when is NZ getting all the Funky flavours list... 14 hours ago
- Tamara Peters Milk and Honey Best Flavour to try yet.LOVE THEM TH... 14 hours ago
- Anetrica Thomas What did you...

Sponsored @ Lionel Messi Stats

Jump into Belfast Ireland.com

BelVita shared a link 20 minutes ago

Morning BelEaters! who needs some help with getting to lunchtime in one piece? We're here to help!



Like - Comment - Share 12

50 people like this.

View all 55 comments

Maddie Ferguson HiBelvita, I've got to write a huge presentation by 11:45am. What can I do?  
January 24, 2013 at 1:26pm Like

BelVita Breakfast First of all, make sure you're properly fuelled - have you had breakfast? Second, disconnect yourself from Facebook. Social, yes. Helpful, no..  
January 25, 2013 at 1:50pm Like

Write a comment...



belVita shared a link  
55 minutes ago

Robert P McCulloch's brave attempt to purchase Tower Bridge from the British People in 1967 was marred only by the fact that he bought London Bridge. #historicbreakfastfail



Like - Comment - Share 15

79 people like this.

View all 85 comments

User Awesome Lorem ipsum dolor sit amet  
January 24, 2013 at 1:26pm . Like

User Awesome Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis.  
January 25, 2013 at 1:50pm . Like

Write a comment...



belVita shared a link  
25 minutes ago

After the long march from York, Harold's army wasn't morning alert enough to fight the Norman invaders. #historicbreakfastfail



Like - Comment - Share 12

49 people like this.

View all 55 comments

User Awesome Lorem ipsum dolor sit amet  
January 24, 2013 at 1:26pm . Like

User Awesome Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis.  
January 25, 2013 at 1:50pm . Like

Write a comment...





Belvita

Stay morning alert

Like

# Eaters <sup>Breakfast</sup> VS Skippers <sup>↑↑</sup>



**Feeling morning alert?**  
How about your friends and colleagues? Challenge them to our alertness test, and see who's going to make it to lunchtime the best!

**Take the test**



### Recomendaciones



### Anuncios

#### Can You Beat Level 17?



2.500.000 personas jugaron War Commander.

#### Hello slick HTC.



All The Design You Want  
We've got it all - stylish, vintage, quirky and classic. Join Fab now for everyday design!  
A 8.430 personas les gusta Fab.com UK

#### 60 SECOND RESPONSE

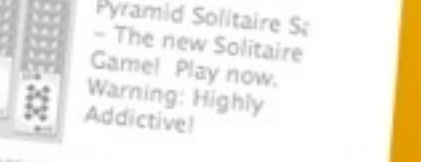


#### Start Trading Today



A 10.236 personas les gusta Plus500® Official Page.

#### New Game on Facebook



6.200.000 personas jugaron Pyramid Solitaire Saga.

Facebook  
 https://www.facebook.com  
 facebook Buscar personas, lugares y cosas

**Breakfast Eaters VS Skippers**

**2954** **1813**

**stay Morning ALERT**  
 beVita Breakfast

**Welcome back, brave BelvEater!**  
 Now you have energy for the whole morning,  
 are you ready to take on the Breakfast Skippers?

**Take the next challenge**

Recomendaciones

Anuncios

Can You Beat Level 17  
 Peace is not an option. Play War Commander!  
 PLAY  
 2.500.000 personas jugaron War Commander.

Hello slick HTC.  
 Enjoy easy apps an great surfing on Three, from just £1 a month.  
 £18 a month

All The Design You Want  
 We've got it all - stylish, vintage, quirky and classic. Join Fab now for everyday design!  
 A 8.430 personas les gusta Fab.com UK

60 SECOND RESPONSE  
 The clock is ticking Get a response in 6 secs for a Capital C Classic card. Apply Now!  
 60

Start Trading Today  
 Experience exciting online trading under real conditions. Apply Now!  
 BUY SELL  
 A 10.236 personas les gusta Plus500® Official Page.

New Game on Facebook  
 Pyramid Solitaire St - The new Solitaire Game! Play now. Warning: Highly Addictive!  
 6.200.000 personas jugaron Pyramid Solitaire St





Dear Martin

**Your friend Lisa Smith has brought it to our attention that you are not morning alert!**

According to Lisa, your symptoms include: drawing in the margins of your notepad, ignoring important emails about this afternoon's meeting, and failing to make tea when politeness indicates that it is your turn.

We believe it is vital to be morning alert, or you won't get to lunchtime in one piece. That's why we recommend Belvita. As part of a balanced breakfast, they are scientifically proven to slowly release carbohydrates over 4 hours to keep you going all morning. They're also rather yum.

So to combat your symptoms, we're offering you a money-off voucher for your next purchase of Belvita. The value of it depends on how well (or badly) you do in our morning alertness tests. Are you ready?

Yours alertly,  
Belvita Breakfast Correction Facility





**BelvitaUK** Calling all BelvEaters!  
 Challenge your friends to see who's more #morningalert on our Facebook page <http://on.fb.me/WYke8f>



**Jordan with a e :)** @Jordiou  
 Had to get ready in 15mins ggrrr  
 #nomakeup #nobreakfast



**BelvitaUK** @Jordiou Sorry you had #nobreakfast! Can we help? Give us your address ([help@belvitabreakfast.co.uk](mailto:help@belvitabreakfast.co.uk)) we'll send a gift to keep you #morningalert!



**Lisa Snowdon** @Jordiou  
 @BelvitaUK No breakfast? Noooo! I need to stay #morningalert on the breakfast show – Belvita always does it for me!





LONDON'S NO.1 HIT MUSIC STATION



@leanneconvery

**#morningfail** Split my skirt up the back when getting out the car. This could be an embarrassing day.

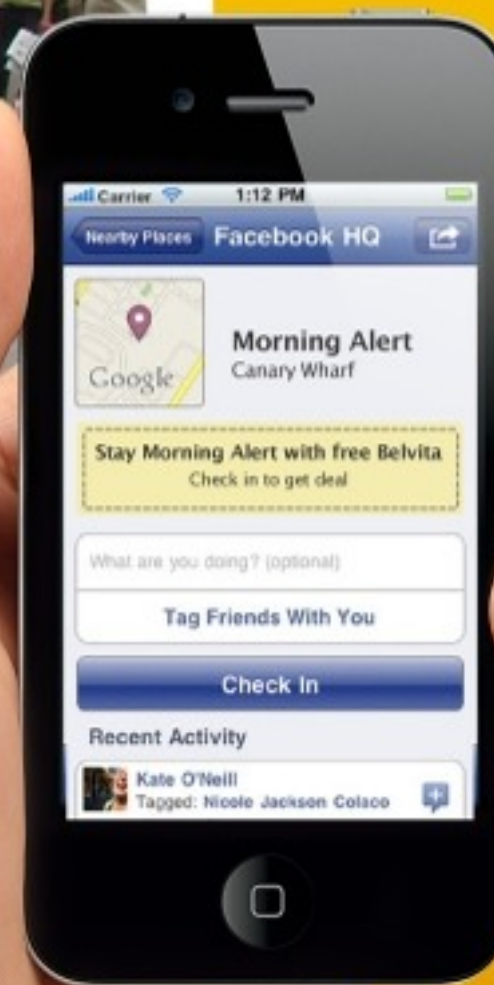
@cameroncarnes

After pouring an unhealthy amount of cinnamon-sugar on a biscuit, I bit into it and realized it was garlic salt.

**#breakfastfail**



That man calling the policeman a pleb wasn't very morning alert, was he? Great breakfast fail! Should have had some BelVita!



belvita breakfast  
www.belvitabreakfast.co.uk

ARE YOU MORNING ALERT? Make it to lunchtime! 8 delicious Flavours Bitesize science

9:23am

## Are you MORNING ALERT?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis facilisis, eros vel tincidunt aliquet, velit mauris fermentum eros, id fermentum.

**WARNING**

.....  
@LouLou  
banana  
Morning Alert  
until 10.34<sup>AM</sup>  
.....

**DANGER**

.....  
@CBrown  
no breakfast  
NOT MORNING  
ALERT  
.....

**PHEW**

.....  
@Noogy  
Belvita +

What did you have for breakfast?

Select ▾

At what time?

Select ▾

GO ▶

SUBSCRIBE TO RECEIVE YOUR DAILY BELVITA

Subscribe & save  
**15% OFF**

MORE ▶

ASK FOR YOUR BELVITA BREAKFAST

WHY DOES BELVITA WORK?





View Meeting Format Tools Window Help

Calendar

WARNING: YOU ARE NO LONGER MORNING ALERT - Appointment

Tools

Appointment

Save & Close Delete Invite

Status: Busy

Reminder: 15 Minutes

Recurrence Time Zone Categorize Private

Subject: WARNING: YOU ARE NO LONGER MORNING ALERT

Location: Your desk

Starts: 13/02/2013 11:09  All day event

Ends: 13/02/2013 11:09 Duration: 0 Minutes

Based on our calculations of your breakfast, you are NO LONGER MORNING ALERT. You could be a danger to yourself and others. Please visit our correctional facility at [Facebook.com/BelvitaUK](http://Facebook.com/BelvitaUK) and subscribe for regular deliveries of Belvita.

Hurry!

Belvita Breakfast Biscuits

...minister strikes at heart of the European project in speech  
out his plans for an 'in or out' referendum by 2017

+1 8

Share 6

Email

David Watt, chief political correspondent  
...n.co.uk, Wednesday 23 January  
...p to comments (786)

Office Reminders

WARNING: YOU ARE NO LONGER MORNING ALERT  
In 8 minutes

Snooze Dismiss

EU referendum · David Cameron · Conservatives · Foreign policy

belvita breakfast  
www.belvitabreakfast.co.uk

Are you morning alert?    Make it to lunchtime!    8 delicious Flavours    BITESIZE SCIENCE

9:23am

stay Morning ALERT

belVita Breakfast

**WARNING**  
.....  
@LouLou  
banana  
Morning Alert  
until 10.34<sup>AM</sup>  
.....

**DANGER**  
.....  
@CBrown  
no breakfast  
NOT MORNING  
ALERT  
.....

**PHEW**  
.....  
@Noogy  
Belvita +

**Bitesize SCIENCE**

A balanced breakfast with BELVITA BREAKFAST

CARBOHYDRATES RELEASE RATE

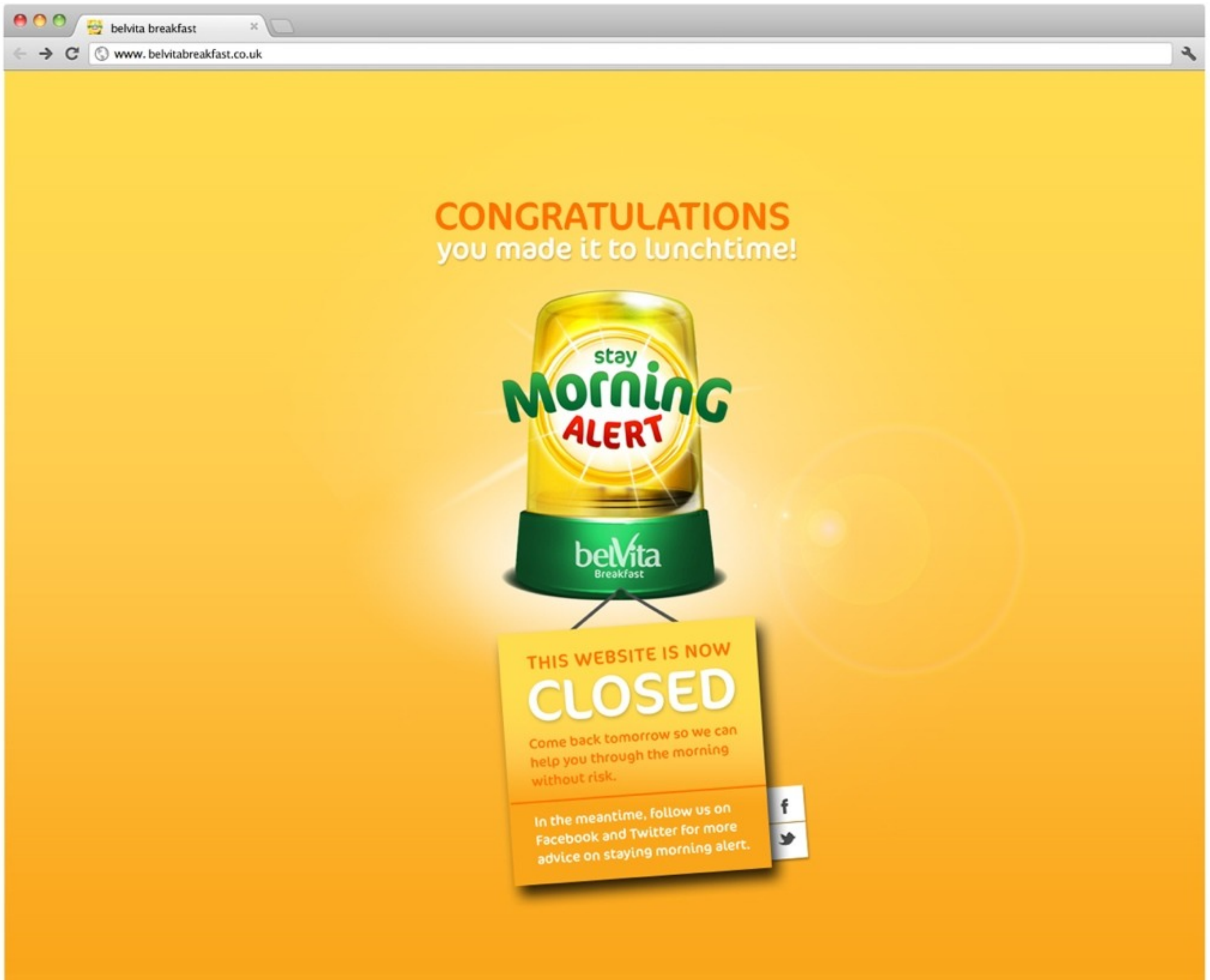
Know more ▶

SUBSCRIBE TO RECEIVE YOUR DAILY BELVITA

ASK FOR YOUR BELVITA BREAKFAST

belvita breakfast

Subscribe & save 15%



**CONGRATULATIONS**  
you made it to lunchtime!



**THIS WEBSITE IS NOW  
CLOSED**  
Come back tomorrow so we can  
help you through the morning  
without risk.

In the meantime, follow us on  
Facebook and Twitter for more  
advice on staying morning alert.

