



10 BIG MOMENTS IN BREAKFAST

The research is in: Eating breakfast can do everything from boosting your memory to helping you lose weight. Here, some highlights—including the rise of OJ, and how doughnuts got their holes—from 400 years of morning in America.

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1600s

Pilgrims' Brew

Mornings were harsh in the New World's first settlements, but that's not why colonists knocked back a pint with breakfast. Beer or hard cider was safer to drink than the not-so-potable water. The settlers also downed "mush," a maize porridge they picked up from their Native American neighbors.

1700s

The Dutch Do Doughnuts

Immigrants from the Netherlands introduced *oliebollen* ("oil balls"), what we now call doughnuts. These deep-fried dollops of dough later became ring-shaped as part of an effort to speed production time and solve the soggy-middle problem.

1902

Radical Flakes

Dr. John H. Kellogg and his brother, Will, baked up the first batch of corn flakes in a sanitarium in Battle Creek, Mich.—a mecca for health enthusiasts who eschewed meat and fretted about digestion. Kellogg was a pioneer in proclaiming grains a healthy food; his growing business of mail-order cereal soon helped him (and his more business-minded brother) spread the word.