

SCORING THE FIRST
GOAL
OF THE DAY

BARÇA ACADEMY WORLD CUP

The importance
breakfast has for
young athletes



OFFICIAL SANDWICH
OF FC BARCELONA

The match starts before kickoff

Every kid that gets to the Barça Academy World Cup comes with a dream.

A dream that is turned into reality through training, wellbeing, perseverance, support, and love for the game.

However, that dream doesn't start on the pitch. It begins every morning with the habits supporting their growth and development.

At Bimbo, we believe nutrition isn't about inflexible rules but daily decisions that bring wellbeing, energy, and performance. Breakfast is one of them.



Their body gears up while they rest



During sleep, the bodies of children and teenagers are actively working:

- Repairing muscle tissue
- Releasing growth hormones
- Consolidating learning
- Using energy reserves to preserve vital functions.

After eight to 10 hours without food, the body needs to refuel to start the day in balance.

- Demand of energy is higher,
- Reserves are limited, and
- The body needs to respond to both growth and physical activity.

A proper breakfast is of great help for both processes without making them compete against each other

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What goes on in a child's body when they have breakfast?

The Brain:

the ultimate head coach

In football, legs make things happen...but the brain calls the shots.

The brain uses glucose as its main source of energy. Many things depend on a proper functioning of the brain, for example:

- Reading the game,
- Anticipating the rivals,
- Choosing between passing, running with the ball, or shooting, and
- Coordinating movements in a split second.

Without breakfast:

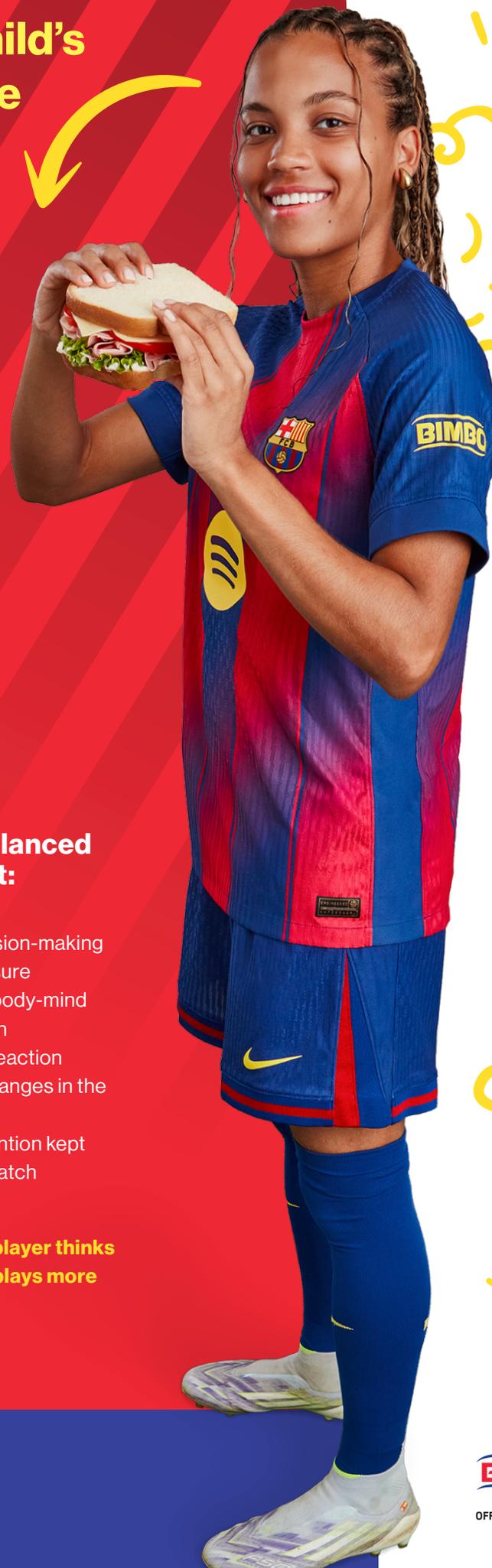
- Less focused at key moments
- Slower decision-making
- Increased unforced errors
- Loss of tactical clarity on the field

In a sport in which milliseconds make all the difference, brain energy is decisive.

With a balanced breakfast:

- Better decision-making under pressure
- Optimized body-mind coordination
- Increased reaction speed to changes in the game
- Steady attention kept along the match

A well-fed player thinks faster and plays more accurately.



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Muscles:

The engine pushing the team forward

Football is a high-intensity intermittent sport:

- Repeated sprints
- Changes of direction
- Jumps
- Explosive sprints

In order to react to these requirements, the body needs adequate fuel.

Carbs:

These are the main source of immediate energy. They allow for:

- A sustained intensity along the 90 minutes,
- Recovery in between efforts, and
- Less energy drops during the second half.

Protein:

It is vital to:

- Repair muscle fibers after training sessions and matches
- Favor growth in formative stages
- Reduce fatigue accumulated along the tournament



The immune system: the invisible defense

In intensive tournaments, the body is subjected to:

- Physical stress
- Weather changes
- A high emotional toll

Vitamins and Minerals play a really important role in:

- Strengthening the immune system
- Reducing the risk of infections, and
- Preserving energy stability during the competition

A sick player misses time on the pitch. A strong immune system is always in the starting lineup.



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The four pillars of a complete breakfast

A balanced breakfast should have the following four pillars:

1. Smart energy (cereals)

These are the main source of energy for the brain and muscles.

Carbohydrates help to keep adequate glucose levels needed for a proper physical and mental performance.

- They favor endurance and focus.
- They help prevent early fatigue during workout.

Examples: White or Whole Wheat Bread, Corn Tortilla

For young athletes, carbs should account for a considerable portion of this meal to ensure the energy needed to perform their activities.

They offer vitamins, minerals, antioxidants, and fiber—all of great importance for young athletes.

- They boost the immune system.
- They contribute to hydration.
- They favor cell recovery.
- They improve digestive health.

Examples: Fruits and vegetables

Variety is key—an intake of various foods increases the chances of meeting micronutrient requirements.

3. Protection and regulation (fruits and vegetables)

2. Building and recovery (protein)

It is vital for growing children and more relevant so for those who are physically active.

- It favors muscle development.
- It fosters tissue recovery after workout.
- It improves satiety.
- It helps regulate glycemic response to breakfast.

Examples: eggs, turkey, cheese, chicken, lentils, chickpeas, yogurt

Having protein in your breakfast improves nutrient quality and future physical performance.

The greatest bone build-up takes place during childhood and adolescence.

- They provide calcium and vitamin D.
- They foster proper muscle contraction.
- They prevent injuries due to bone fragility.

Examples: milk, plain yogurt, cheese, kefir

For kids that practice sports, an adequate calcium intake is crucial to sustain growth and physical strain.

4. Bone strength (dairy and fortified options)



Breakfast in action:

Champ's sandwich

At Bimbo, we develop simple, convenient, and culturally-adaptable solutions.

A sandwich is a great example since:

- It contains diverse food groups
- It is easy to make and carry
- It adapts to local ingredients
- It fits any lifestyle



Made with:

- Bimbo Natural 100% White Crustless Bread
 - Bimbo Natural 100% Whole Wheat Bread
- Bread ▶ **Energy**
- Protein (Eggs, Cheese, Legumes) ▶ **Structure**
- Fruits or Vegetables ▶ **Protection**
- Dairy ▶ **Bone Strength**

We can demonstrate what nutritional balance looks like in a single sandwich



The first goal of the day

- Run with more energy
- Think more clearly
- Are less tired, and
- Get to enjoy the game more

Breakfast is:

- The first play
- The first pass
- The first goal of the day

More than training players, we build habits

At Bimbo, we believe that:

- Nutrition builds habits,
- Habits build health, and
- Health goes with long-term dreams

Acquiring the habit of having breakfast today is to invest in **wellbeing for the future**

Because when these come together:

Sports

+

Balanced diets

+

Family

We don't only create better players...
We create strong people, inside and out

DISCOVER OUR PRODUCTS



SALMAS ZENÍSSIMO

- High fiber content
- 0% added sugars
- Only 3 ingredients
- Gluten-free

BIMBO NATURAL 100% WHOLE WHEAT

- 0% added sugars. Contains naturally occurring sugars.
- No preservatives
- Lactose-free
- No additives
- Made with olive oil
- Made only with natural ingredients

BIMBO NATURAL 100% WHITE CRUSTLESS

- With olive oil
- No preservatives
- No additives
- Lactose-free
- 0% added sugars.
- Contains naturally occurring sugars
- Made only with natural ingredients



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