

THE EIGHT STRAIGHT: Nearly one quarter of US workers admit to working up a straight eight hours WITHOUT any break

UK cake brand Mr Kipling arrives in U.S. to change this up - and encourage Americans to embrace British tradition of an afternoon cake break

- *Survey of 2,000 US desk workers reveals shocking statistics over daily break habits*
- *One third of US office workers (33%) take no break at all within 8 hours; 20% take only 5-10 minutes and only 8% take an hour-long break each day*
- *53% say they take less breaks since working from home - despite claiming taking regular breaks makes them feel refreshed and they work more effectively*
- *Mr Kipling launches a dedicated cake break in response, urging Americans to take a moment of downtime mid-afternoon*

September 20th 2022, New York - It's official - we're a nation of workaholics. One third of US office workers (33%) admit to working 7-8 hours a day without taking one single break. The survey by Mr Kipling, the UK's number one cake brand, shows that even when breaks were taken, they were surprisingly short, with 20% admitting to only taking 5-10 minutes and only 8% taking up to one hour. Shockingly, even 7% of respondents admitted to working *more than 8 hours* without a break. Perhaps it's because 59% of respondents said that they can't switch off from work during breaks, so prefer to work through them.

Mr Kipling, which launched its new slices in Target stores across the USA this year, is encouraging all Americans to reap the benefits of taking a moment of blissful downtime in their day. The iconic brand is launching the Cake Break, a dedicated time each day for people to enjoy a modern version of Britain's beloved Afternoon Tea occasion; a classic hot drink and cake break, a special moment to switch off and enjoy a sweet treat.

The study revealed further alarming details about the U.S.' work and break habits - which seem to have been exacerbated since working from home.

53% of respondents said that they take less breaks working from home than they did when working from the office. The work from home trend is also making it harder to delineate work from personal life. 42% of respondents said that they work on the weekends, with 17% working up to 8 hours - the equivalent of a normal working day!

Despite 90% of respondents saying that taking a break away from their desk was important, only half admitted to leaving their desk to do so, despite the benefits of movement and fresh air being well-known. And whilst most respondents agreed that they work more effectively (73%) and feel more refreshed (86%) after taking a break, less than 5% reported taking breaks after 2pm.

“As a British brand which has been serving special little moments to the UK for the last 50 years, we are excited to share the UK’s love for a hot tea and cake with the U.S. and encourage happier, more blissful breaks”, said Diana Horwitz, US Country Manager for Premier Foods.

“It’s no doubt the UK is a nation of afternoon tea lovers, and for good reason; there’s no better way to enjoy a break and our new Mr Kipling slices are the perfect way to do so. Individually packaged, our exceedingly good cakes are perfect for a moment of indulgence in your day. That’s why we’re launching a dedicated time each afternoon for a Mr Kipling cake break to encourage everyone to slow down, take a mental break and enjoy a sweet snacking moment!”

The Mr Kipling Cake O’Clock break is encouraged for 3pm each day, after research indicated that break times dropped significantly after 2pm.

“The majority of respondents said they want to take more breaks at work, with over half saying snacking makes them feel happy and gives them more energy. So, we’re encouraging them to take more breaks, feel happier and more energized, by introducing our Cake Break at 3pm. It’s the perfect time in the day to step away from the desk and truly take a moment to yourself, or with your family, and still have time left in the day to get the rest of your to-do list done,” continued Diana.

Mr Kipling Slices are available in Chocolate, Lemon, Vanilla, Salted Caramel and Unicorn in 219 Target stores across the U.S. while stocks last. To find out more information or find your closest store, visit www.mrkipling.us

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About Premier Foods

As one of Britain's largest food producers, we’re passionate about food and believe each and every day we have the opportunity to enrich life for everyone. Premier Foods employs over 4,000 people operating from 15 sites across the country, supplying a range of retail, wholesale, foodservice and other customers with our iconic brands which feature in millions of homes every day.

Through some of the nation’s best-loved brands, including Ambrosia, Batchelors, Bisto, Loyd Crossman, Mr. Kipling, Oxo and Sharwood’s, we’re creating great tasting products that contribute to healthy and balanced diets, while committing to nurturing our people and our local communities, and going further in the pursuit of a healthier planet, in line with our Purpose of ‘Enriching Life Through Food’.

