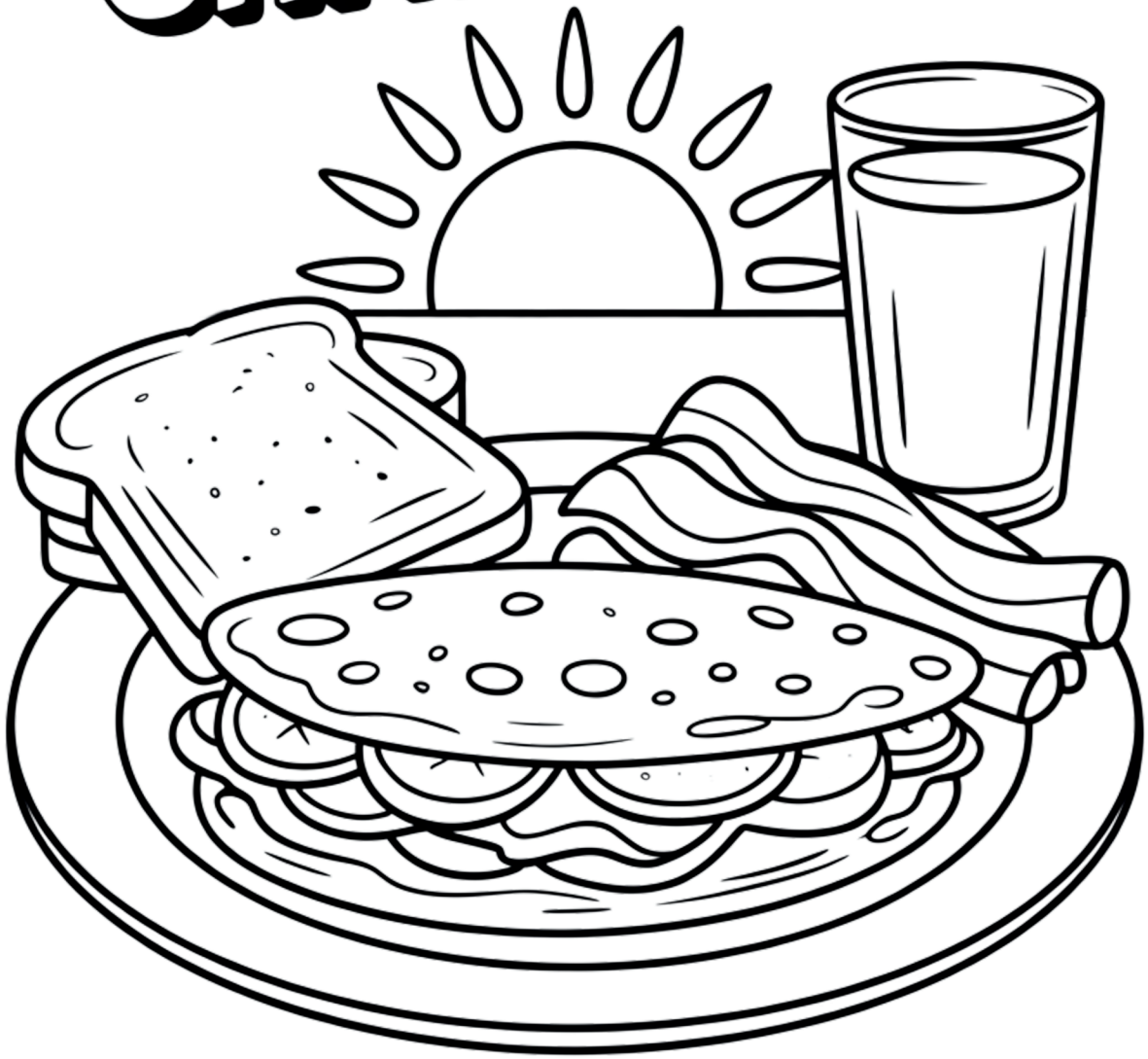BREAKFAST OF CHAMPIONS