

**BREAKFASTS FOR EVERY BREAK: MORRISONS PARTNERS WITH KELLOGG'S
TO EXTEND POPULAR 'BREAKFAST CLUB' FOR EVERY SCHOOL HOLIDAY**

***– Families can enjoy a free Kellogg's breakfast every day during school holidays
at all Morrisons Cafés nationwide –***

***– New research reveals that one in three parents struggle to feed their children
during school holidays, with children asking for food every two hours, and 61 per
cent of parents feeling isolated –***



Morrisons has today announced its partnership with Kellogg's to extend its popular 'Breakfast Clubs' - offering free breakfasts in its Cafés - throughout every school holiday this year*.

Families visiting their local Morrisons Café can enjoy a free 'Kellogg's Breakfast', which includes a bowl of cereal and a portion of fruit. Kids and adults can choose from much-loved favourites Corn Flakes or Rice Krispies, topped with their choice of dairy or non-dairy milk and a free apple or banana.

The offer will be available in all Morrisons Cafés nationwide from today and during every school holiday in England, Scotland and Wales this year*, providing additional support to families during 'school's-out' periods, when many parents will be feeling the squeeze on their pockets with the absence of school breakfast clubs.

Morrisons and Kellogg's have extended the initiative to all school holidays as new research highlights the growing pressures faced by parents when schools close, with one in three (33 per cent) parents admitting they often struggle to feed their children during the school holidays, this rises to two in five (40 per cent) of parents age 25 - 34. Eighty per cent of parents also admitted to having worried about food lasting until the next shop during the school holidays.

The study found that worrying about how to occupy children (61 per cent), financial strain (51 per cent) and the loss of routine (47 per cent) were the biggest drivers of parental anxiety during the school holidays.

It also revealed that children aged 5–11 years ask for food on average every 2 hours while at home, adding to the pressure on household food budgets as 77 per cent of parents admitted to spending more money on food during the school holidays.

By extending 'Breakfast Clubs' across all school holidays, Morrisons and Kellogg's are providing families with a welcoming space to enjoy a balanced breakfast together, helping to ease financial strain, rumbling tummies and social isolation.

William Reed, Senior Café Trading Manager at Morrisons, said: "We know school holidays can put extra pressure on families, from the cost of food to the loss of everyday routines. By extending our partnership with Kellogg's across all school holidays, we're doing more to make it a little easier for families to enjoy a balanced breakfast together. It's about offering practical support, a welcoming space, and helping parents and grandparents through what can be challenging periods throughout the school year for many."

Andrew Ridge, Social Impact Manager at Kellogg's said: "For nearly 30 years, Kellogg's has supported school breakfast clubs with cash grants to help provide children with the best possible start to their day. Our research highlights the critical gap that can be left during the school holidays, when many of these vital breakfast clubs are not running. That's why we're proud to partner with Morrisons to help families access a

simple, filling breakfast across every school holiday this year, when support is needed most.”

Families can take advantage of the offer every day during school holidays* at Morrisons Cafés nationwide.

- ENDS -

Research conducted by Obsurvant in February 2026 amongst 2,000 UK adults.

Further Information:

For more information, please contact the Morrisons PR team at pressoffice@morrisonspc.co.uk or 0345 877 8778 or The Academy on 020 7100 7100 or morrisonstheacademypr.com.

*From 16.02.2026 – 22.02.2026, 30.03.2026. – 19.04.2026, 25.05.2026 – 31.05.2026, 29.06.2026 – 06.09.2026, 12.10.2026- 01.11.2026, 21.12.2026- 03.01.2027. This offer is redeemable all-day Monday to Sunday. Simply say ‘Kellogg’s Breakfast’ at the till point at any UK Morrisons Café to receive breakfast, which includes, a free portion pack of Cornflakes (24g), Rice Krispies (22g) with milk or milk alternative (125ml). Limit of 1 breakfast per customer per day. Offer is not transferable and cannot be exchanged for cash. A recommended balanced breakfast includes a bowl of cereal, plus milk or milk alternative, a portion of fruit and a glass of water. TM ® © 2026 Kellanova

About Morrisons:

Morrisons has a rich history that dates back to 1899 when William Morrison first opened an egg and butter stall in Bradford. 125 years on, customers continue to enjoy our great quality British food and our Market Street heritage is clear to see in our c. 500 stores where skilled colleagues such as our butchers, fishmongers, and bakers proudly make and serve customers fresh food every day.

As well as our supermarkets, we also have 1,700 Morrisons Daily convenience stores - around 700 of which are franchise stores - and an online delivery service where our customers can order their groceries from the comfort of their own home and have them delivered by us or one of our partners including Amazon, Deliveroo and Just Eat.

We have a strategic partnership with Myton Food Group, packing and processing fresh meats and fish, savoury and sweet pies, fruit and veg, flower bouquets, bread and more across 18 sites. Our unique relationship means we're proud to be British farming's single biggest direct customer.

Our wholesaler business serves customers across the UK and further afield through our extensive network of national and regional distribution depots.

Morrisons employs around 95,000 colleagues.