

FINAL

MORRISONS TEAMS UP WITH KELLOGG'S TO LAUNCH A FREE BREAKFAST CLUB THIS EASTER

- **The whole family can grab a free bowl of cereal during the Easter holidays when they ask for a 'Kellogg's Breakfast'-**
- **Offer available in all Morrisons Cafés from April 3rd - 24th whilst stocks last -**

This Easter Morrisons has partnered with Kellogg's to launch a breakfast club where the whole family can request a free bowl of cereal.

Both adults and children can choose from a bowl of Cornflakes, Rice Krispies or Coco Pops, with a choice of dairy and non dairy milk, when they order a '**Kellogg's breakfast**' before 11am, in any of Morrisons 397 cafés.

The joint initiative will run from 3rd to 24th April, while stock lasts, and aims to support families during the Easter holidays when many school breakfast clubs are unavailable.

Recent research* has found that nearly a third of parents are struggling financially to feed their family and over half of parents surveyed would be interested in their child being able to access a breakfast club over the school holidays.

The partnership with Morrisons is an extension of the school breakfast club programme Kellogg's has been supporting in the UK since 1998. The company has supported 5,000 clubs to open their doors to feed children in the morning and provide them with a breakfast helping to boost attendance, attainment, alleviate hunger and provide before school care.

Chris Strong, Morrisons Café Buying Manger, said: "We know that the school holidays can be a worrying time for families who need to cater for additional meals that would otherwise be covered at school, therefore we are pleased to be joining forces with Kellogg's to offer our customers a free bowl of cereal when they visit a Morrisons café."

Chris Silcock, Kellogg's managing director, said: "We've been supporting school breakfast clubs across the UK for 25 years now with food and funding, but we know that there is a need for more provision in the school holidays. The scheme with Morrisons extends the support we can provide families outside of term time."

The free breakfast initiative follows on from the success of the 'Ask for Henry' scheme last Autumn which saw Morrisons partner with Heinz to give away a free jacket potato and beans in its cafés.

In addition, Morrisons will continue to offer its Kids Eat Free promotion during this time, meaning families can access a free kids meal when purchasing an adult meal costing £4.49 or more.

The cereal giveaway is available in all Morrisons cafés nationwide while stocks last. To find your local café, visit: <https://my.morrisons.com/storefinder/>.

ENDS

*The research for Kellogg's was carried out by Spark Market Research between 12th January and 1st February.

For further information:

Contact the Morrisons press office on pressoffice@morrisonsplc.co.uk or 0345 877 8778.

About Morrisons:

Headquartered in Bradford since 1899, Morrisons is a British food retailer with around 110,000 colleagues in 499 Morrisons supermarkets and around 1,100 Morrisons Daily and McColl's convenience stores.

We are British farming's single biggest direct customer and all Morrisons-branded fresh meat and everything on our butchers' counters is 100% British. Foodmakers and shopkeepers are at the heart of everything we do and our 6,500 trained butchers, bakers, fishmongers, cheesemongers, florists and other skilled in-store specialists make good things happen every day.

We have our own sites making meat, fruit & veg, fish, bakery and fresh food products – 19 in all – and are unique in preparing and making more than half of the fresh food sold in our stores.

We also offer popular services including cafés, pharmacies, dry cleaners and over 300 petrol stations with further services being added all the time.

About Kellogg's Breakfast Club Programme:

Kellogg's has long worked to address childhood hunger in the UK by supporting school breakfast clubs. Our Breakfast Clubs Programme has been running since 1998 and has supported over 5,000 clubs. We have invested more than £5 million over the last 25 years, by providing training, grants and food to schools that need it.

Our School Breakfast Club Programme demonstrates Kellogg's commitment to advancing the sustainable and equitable access to food.

You find out more about Kellogg's Breakfast Club programme [here](#).