**Press Release**

**July 15th 2024**

**FINAL**

**DON’T BREAKY THE BANK: MORRISONS TEAMS UP WITH KELLOGG’S TO PROVIDE FREE BREAKFAST IN ITS CAFÉS**

**– Everyone in the family can grab a free bowl of cereal in a Morrisons café when they ask for a ‘Kellogg’s Breakfast’–
– Offer available in all Morrisons cafés all day from July 15th – August 4th whilst stocks last –**

Morrisons is partnering with Kellogg’s to launch breakfast clubs in all its cafés nationwide to help families get their day off to a good start with 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’ in any of Morrisons 398 cafés.

As part of the initiative, customers can also enjoy a portion of free fruit and bananas, apples, pears and oranges which will be kept in the café fridges for customers to choose from.

The joint initiative will run all-day from July 15th – August 4th, while stock lasts, and aims to support families as the summer holidays begin and many subsidised breakfast clubs are unavailable.

New research commissioned by Kellogg’s found that almost half (45 per cent) of parents are worried about the cost of having to feed their child during the summer break with financial pressures still affecting pockets. A third of parents (33 per cent) also claimed that finding the extra budget to feed their child had now become as difficult as funding their children’s activities during the summer holidays.

Unsurprisingly, almost a fifth of parents (18 per cent) said that if their child was to receive a free breakfast, they would use the money saved to pay for utility bills as this is one of the next biggest money concerns.

The partnership with Morrisons is an extension of the school breakfast club programme that 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 and alleviate hunger. With 42 per cent of parents saying their child performs better and is happier when they have had breakfast.

**Chris Strong, Morrisons Café Senior Buying Manager, said**: “We understand the crucial role breakfast plays in the well-being and success of children. By offering free breakfasts in our cafés, we aim to support families through the summer holidays when many breakfast clubs they rely on during term time are not available.”

**Chris Silcock, Kellanova (the company that owns Kellogg’s) managing director, said**: “We have been providing school breakfast clubs with food and funding for over 25 years now, but we know that there is a need for more support outside of term time. The Kellogg’s Breakfast scheme with Morrisons extends this much needed support for families to the summer holidays.”

In addition to the Kellogg’s Breakfast Clubs, Morrisons has launched a series of free meals for customers available from its cafés in the last year. These include the ‘Ask for Ellen’ and ‘Ask for Henry’ campaigns where free crumpets and jacket potatoes could be claimed respectively.

Customers can also claim a free kids meal in cafés through the Morrisons Kids Eat Free promotion. One kids’ meal can be redeemed for free with any adult main meal costing over £5. The offer is available **every day,** **seven days** a week for any child aged under 16 in Morrisons cafés nationwide.

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

**- ENDS -**

**About Morrisons Kids Eat Free:**

* Offer is available in Morrisons cafés nationwide, **every day, seven days** a week when you purchase an adult main meal with a value of £5. Main meals can be found on the menu under ‘The Breakfasts’, ‘The Classics’ or the ’Chippy’ - ‘Extras’ are not included.
* Customers can receive one free kids meal from the kids menu that includes favourites like Chicken Nuggets, Chips and Beans, Bangers and Mash or Mac ‘n’ Cheese – which would usually be £3.50 each.
* The offer is also available on the Kids Pick n Mix meal deal from the fridge
* Children must be under the age of 16 and with an adult at the time of purchase.

**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 circ. 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 1,600 Morrisons Daily convenience stores - around 600 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 and Deliveroo.

We also have our own manufacturing business spread across 18 sites where we pack and process fresh meats and fish, savoury and sweet pies, fruit and veg, flower bouquets, bread and more. As a result, 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.

**About Research:**

British Polling Council (BPC) member Opinium interviewed a nationally representative sample of 1,000 British parents on behalf of Kellogg’s between 18 - 21 June 2024.