

## **BEATING HOLIDAY HUNGER: MORRISONS ROLLS OUT FREE KELLOGG'S BREAKFASTS IN ALL ITS CAFÉS**

- Everyone in the family can grab a free bowl of cereal and portion of fruit in a Morrisons Café when they ask for a 'Kellogg's Breakfast' –**
- Offer available in all Morrisons Cafés from 7<sup>th</sup> – 27<sup>th</sup> April whilst stocks last to help families during the Easter break –**
- Research reveals two in five parents feel anxious about keeping their children fed during the school holidays –**

**Friday 4<sup>th</sup> April 2025** - Morrisons is partnering with Kellogg's to launch "breakfast clubs" over the Easter school holidays, providing free bowls of Kellogg's cereal across its 390 Cafés nationwide.

Kids and adults can choose from a selection of favourites like Corn Flakes, Rice Krispies or Coco Pops and top them off with their preference of dairy or non-dairy milk when they order a 'Kellogg's Breakfast' in any of Morrisons Cafés.

Diners will also be able to pick up a free portion of fruit in addition to their cereal, where they can choose from bananas, apples and oranges, which are all available from fridges in Cafés.

The 'Kellogg's Breakfast' will run from the 7<sup>th</sup> – 27<sup>th</sup> April whilst stocks last and serve as a cost-effective way to keep little ones fed during the Easter school holidays, when many parents will be feeling the squeeze on their pockets with the absence of school breakfast clubs.

In fact, new research commissioned by Kellogg's has found that almost two thirds (61%) of UK parents admit their food budget is stretched during the school holidays, with a further two in five (42%) feeling anxious about keeping their children fed. Over half (53%) of parents would be interested in using Breakfast Clubs outside of term time, with nearly two thirds (63%) of teachers agreeing that more needs to be done to support parents during school holidays.

This is the third year of the popular breakfast club partnership between Kellogg's and Morrisons with 22,000 bowls of cereal being redeemed by customers to date. The initiative serves as an extension of the school breakfast club programme that Kellogg's has supported in the UK since 1998.

Kellogg's has helped over 3,000 schools to open their doors to feed children in the morning and provide them with a breakfast helping to boost attendance, attainment and alleviate hunger. It has also piloted 'Money Matters' with charity, Resolve Poverty – a scheme that put benefits advisors directly into schools to help parents access the support they are eligible for. Money Matters advisers will also be available in Morrisons stores over the Easter break<sup>1</sup>.

**Chris Strong, Morrisons Café Senior Buying Manager, said:** "The breakfast club partnership with Kellogg's has proved incredibly popular with our customers and we are delighted to bring it back for a third year. We have helped many families across the UK since it was first introduced and will continue to do so during schools' Easter holidays."

**Chris Silcock, Managing Director, Kellogg's said:** "We have been supporting school breakfast clubs for over 27 years now, but we know that there is a need for more support outside of term time. Our research shows that it's a source of worry for parents. The Kellogg's Breakfast programme with Morrisons extends this much needed support for families over the Easter holidays and we're delighted to partner with them to narrow the holiday hunger gap as much as we can."

Six primary schools from around the country that have launched a new Breakfast Club with the support of a Kellogg's Breakfast Club grant this school year, have also been invited to attend a launch party breakfast at their local Café. Pupils will receive a free breakfast followed by a tour of the Morrisons Market Street for them to gain an understanding of where their food comes from, by food making experts.

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<sup>1</sup> Eccles (8<sup>th</sup> April) and Rochdale (15<sup>th</sup> April)

In addition to the “Kellogg’s Breakfast”, 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 from The Breakfasts, The Classics and The Chippy. The offer is available every day, seven days a week for any child aged under 16 in Morrisons Cafés nationwide.

**- ENDS -**

### **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 1,600 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, 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.

**About Research:** Spark Market Research interviewed a nationally representative sample of 2,000 British adults and 750 teachers on behalf of Kellogg’s between 30 Jan - 20 February 2025.