

FREE BREAKFAST FOR SUMMER: MORRISONS AND KELLOGG'S TEAM UP TO FEED FAMILIES

- 'Breakfast Clubs' are back to help kids and grown-ups enjoy a free Kellogg's breakfast during the summer holidays at all Morrisons Cafés nationwide –**
- Initiative aims to ease money worries during school holidays –**
- New research reveals that parents will begin to feel the financial 'pinch' around week three of the summer break –**

Morrisons and Kellogg's have announced the return of their school holiday 'Breakfast Clubs', offering free meals to families across the UK to help ease the financial pressure over the summer holidays.

As schools close for the summer holidays, many parents face a financial pinch, with new research from Morrisons showing that more than half (54%) of parents feel the strain during the long summer period. In fact, "week three" of the school holidays is the critical tipping point where the financial impact is most acutely felt by households.

Almost half (48%) of parents also confessed they have been forced to skip meals entirely just to make ends meet and ensure their child does not go without – with breakfast being the number one thing cut from the menu.

Families visiting their local Morrisons Café throughout the summer holidays can enjoy a free 'Kellogg's Breakfast', which includes a bowl of cereal and a portion of fruit. The best part, it's not just for kids, adults get to eat completely free too.

Both 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 summer holiday offer will be available from 29th June to 6th September across all Morrisons Cafes nationwide*.

The research also highlighted that alongside the financial strain, parents are also dealing with the repetitive demands of children at home during the holidays. Parents reported hearing the following phrases every day of the school holidays (between at least 1-5 times a day) – driving up the pressure to entertain, as well as keeping them fed:

- "Can I have a snack" - 44%
- "What are we doing today" - 43%
- "I'm hungry" - 40%
- "Can I play on my iPad / phone / console?" - 36%
- "I'm bored" - 31%
- "Are we there yet?" - 28%
- "Can I have a playdate" - 22%

By reopening the 'Breakfast Clubs' across the school summer holidays, when term-time clubs do not run, Morrisons and Kellogg's are providing families with a welcoming space to enjoy a balanced breakfast together, helping to ease financial strain and rumbling tummies, while a trip to the local supermarket will help keep kids entertained.

Matt Khan, Senior Trader for Morrisons Café, said: "We know that when schools close for the summer, family budgets get stretched to the absolute limit. Losing that daily routine makes it a challenging time for parents and grandparents. By teaming up with Kellogg's, we want to take some of that pressure off by offering a welcoming space where families can sit down and enjoy a healthy, proper breakfast together, completely free of charge."

Andrew Ridge, Social Impact Manager at Kellogg's, said: "Kellogg's has been funding school breakfast clubs, with cash grants, for nearly 30 years because we know how vital they are to a child's day. When schools close for the holidays, that crucial support disappears, and many families are left feeling the pinch. That's why we're

incredibly proud to partner with Morrisons to keep those breakfasts coming all summer long, exactly when parents need the extra help most."

To help keep little shoppers entertained while families enjoy their time in the Café, each 'Kids' Corner' is stocked with books and crayons. Over the summer, Morrisons Cafés will also have new activity sheets featuring colouring activities and word search.

Families can take advantage of the offer every day during all school holidays in 2026* at Morrisons Cafés nationwide. In addition to the Kellogg's Breakfast offer, Morrisons popular Kids Eat Free offer will also continue to run in all of its Cafés, allowing families to enjoy a free meal and drink for one child aged 16 or under when they purchase an adult main meal costing over £5 from The Breakfasts and The Classics menu.