

Press Release

FINAL

Monday 6th July

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.

- ENDS -

Research conducted by Obsurvant in June 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 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:

Morrison's 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.

SURVEY QUESTIONS

Q1) When do you begin to feel financially stretched in the summer holidays? [Tick one]

- Week 1
- Week 2
- Week 3
- Week 4
- Week 5
- Week 6
- I feel financially stretched before the summer holidays have begun

- I don't feel financially stretched

(Could even dig deeper into the actuals days of the month – will speak to the polling agency to understand how easy this would be)

Q2) Have you personally ever had to skip a meal during the summer holidays due to financial pressures? [Tick one]

- Yes, always
- Yes, sometimes
- Yes, often
- No, never

Q2b) If you answered yes to the above question – which is the meal you are most likely to skip? [Tick one]

- Breakfast
- Lunch
- Dinner

Q3) How often **a day** do you hear the following phrases from your child/children in the summer holidays? [Multiple choice]

- I'm hungry
- Can I have a snack
- I'm bored
- What are we doing today?
- Can I have a playdate?
- Can I play on my iPad / phone / console?
- Are we there yet?

Multiple choice on answers (per phrase)

- 0 times
- Under 5 times
- 5-10 times
- 10-15 times
- 15-20 times
- 20-30 times
- 40-50 times
- Over 50 times per day