

Magic Breakfast

Early Adopters Scheme offer

We're **Magic Breakfast** – a charity that supports children and young people to access their education by providing a healthy and nutritious, hunger-focused breakfast, alongside expert support and guidance to schools.

We already support schools on the Department for Education's Early Adopters Scheme. We could support you too. Here are just some of the benefits of working with us:

- **Expertise in breakfast provision:** Magic Breakfast has over 20 years of experience in supporting schools to maximise the impact of your breakfast provision.
- **Guaranteed nutritional compliance:** Every product we offer meets or exceeds School Food Standards, ensuring your children receive a healthy and balanced breakfast and that staff can be confident products meet these requirements.
- **Household brands:** Our food partners provide high quality products that are popular in Magic Breakfast schools and are well known food items that children enjoy every morning all over the country.
- **Cost-effective & efficient operations:** Our partner schools benefit from cost savings. With no hidden costs and competitive pricing, schools get the quality products they deserve but at cheaper prices. We reduce staff workload and stress with our easy-to-use, customisable ordering system and reliable delivery provider.
- **Flexibility:** Our simple food ordering platform makes it easy to place your weekly food order, which you can then view or amend in the future. We offer a range of menu items and options to meet the diverse needs of your student population, as well as simple optional bundles to make your life easier.
- **Reliable delivery:** We are partnered with a trusted logistics provider to ensure timely and reliable delivery of your breakfast supplies. Deliveries will arrive direct to your door.
- **Reduced administrative burden:** By partnering with us, you can free up valuable staff time that would otherwise be spent on sourcing, ordering, and managing breakfast orders.
- **Community impact:** You'll join a network of schools committed to ensuring children start their day nourished and ready to learn.
- **Dedicated support:** You'll have access to our team, who will be on hand to answer your questions and provide support with your breakfast provision.



Interested? Fill out the [Early Adopters Scheme form](#) on our website.

Magic Breakfast

Early Adopters Scheme menu

We offer an extensive range of high-quality breakfast products for you to order directly through our simple **online ordering system**. You can select items that best suit your school's needs, available equipment, and specific dietary requirements. Prices, which are **inclusive of delivery**, are outlined on the next page.

We understand that calculating the perfect quantity can be a challenge. To help you order the right amount, our system features **optional, flexible bundles** that illustrate the value and convenience we offer as your trusted breakfast club partner. After entering the number of children you expect to feed, you can select and customize your order. All bundles are a guide only, and you remain free to adjust the number of individual products at any time.

This is a tool you can choose to use to support ordering, not essential. If you know exactly what products and quantities you require, you can just order those items specifically.

Once a bundle has been selected, you can add or remove products to enhance your breakfast offer to cater for the specific needs of your pupils.

During the ordering process our system will highlight your cost per child so you can monitor spend in line with your budget.

Examples of optional Bundle Selections:

Cereal Bundle

This selection provides a variety of cereals and includes milk, to cater for different tastes, including low-sugar, whole grain, and options fortified with vitamins and minerals.

Bakery Bundle

This selection focuses on essential bakery items, such as Half and Half/Best of Both bread and fibre-enriched bagels. Spread is available to add to this bundle.

Support with quantities of product and number of servings required can be found in our order form.

Category	Product	Allergens
Bakery	NYBC Long Life Plain 29-day Bagels (5 pack x 6/case – 30 bagels)	Gluten: Wheat, Malted Barley. May contain Sesame.
Bakery	Hovis Best of Both Medium Sliced Loaf 800g	Gluten: Wheat. Soya
Bakery	Warburtons Half & Half Medium Sliced Loaf 800g	Gluten: Malted Barley, Wheat. Soya
Bakery	Long Life Higher Fibre Crumpets 55g (15 x 9 pack/case – 135 crumpets)	Gluten: Wheat
Cereal	Kellogg's Corn Flakes 450g	Gluten: Barley Malt Extract. May contain Gluten from other cereals.
Cereal	Kellogg's Rice Krispies 430g	Gluten: Barley Malt Extract. May contain Gluten from other cereals.
Cereal	Quaker Original Oatcrisp Cereal 375g	Gluten: Oat, Wheat, Barley Malt Extract.
Cereal	Quaker Golden Crunch Granola 500g	Gluten: Oat, Wheat. May contain Barley (Gluten), Rye (Gluten), Milk, Nuts.
Cereal	Kellogg's Rice Krispies Multigrain 350g	Gluten: Oat. May contain Gluten from other cereals, Soy and Milk.
Cereal	Kellogg's Oaties Original 360g	Gluten: Barley Malt Extract, Oats, Wheat. May contain Nuts, Tree Nuts, Soybeans
Cereal	Shredded Wheat Bitesize 370g	Gluten: Wheat. May contain Peanuts and Nuts.
Cereal (GF)	Harvest Home Cornflakes 500g	Contains Barley Malt Extract (below 20ppm)
Oats	Quaker Traditional Oats 1kg	Gluten: Oats
Oats	Quaker Oat So Simple Original 10 sachet pack	Gluten: Oats. May contain Wheat (Gluten), Barley (Gluten), and Soya.
Oats	Quaker Oat So Simple Original Porridge Pot 45g x 8	Gluten: Oats. Milk. May contain Wheat (Gluten), Barley (Gluten), and Soya.
Oats	Quaker Oat So Simple Golden Syrup 10 sachet pack	Gluten: Oats. May contain Wheat (Gluten), Barley (Gluten), Milk and Soya

Oats	Quaker Oat So Simple Golden Syrup Porridge Pot 57g x 8	Gluten: Oats. Milk. May contain Barley (Gluten), Wheat (Gluten), Soya
Dairy	Arla Semi-Skimmed UHT Milk 1L x 12	Milk and Milk products, including Lactose.
Dairy	Arla Cravendale Semi Skimmed Milk 2L x 6	Milk and Milk products, including Lactose.
Dairy	Arla Cravendale Semi Skimmed Milk 10 x 250ml	Milk and Milk products, including Lactose
Dairy	Low Fat Plain Natural Yoghurt 80g x 12	Milk and Milk products
Dairy	Arla Lactofree Yoghurt Natural 400g x 8	Milk and Milk products, including Lactose
Dairy	Light Sunflower Spread 2kg	
Dairy alternative	Oat Drink 1L x 6	Gluten: Oats
Protein	Heinz Beanz No Added Sugar 415g x 24	
Protein	Heinz Beanz No Added Sugar 2.62kg Catering Tin	
Protein	Happy Egg Free Range 6 Medium Eggs	Eggs
Fruit & veg	Easy Peelers x 10 pieces	
Fruit & veg	Apples x 10 pieces	
Fruit & veg	Pears x 10 pieces	
Fruit & veg	Cucumber x 14 pieces	
Fruit & veg	Loose Round Tomatoes x 10 pieces	

**Prices include delivery, are subject to change due to market fluctuations and will be fixed on a term-by-term basis.*

Product information supplied by Magic Breakfast:

As Magic Breakfast do not manufacture food, we will transmit product data (ingredient and allergen) as are received by us from the manufacturers/suppliers of such product. It remains the responsibility of your school to check for updates and refer to the packaging supplied because product data changes regularly.