

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.

If you're a school with a place on the Department for Education's Early Adopters Scheme, **we can help!** Here are just some of the benefits of working with us:

- **Expertise in breakfast provision:** Magic Breakfast has years of experience in supporting schools to maximise the impact of your breakfast provision, in a barrier and stigma-free way.
- **Nutritional compliance:** All our food meets or exceeds School Food Standards, ensuring your children receive a healthy and balanced breakfast and meaning your staff don't need to worry about reading labels.
- **Cost savings:** We pass on wholesale prices directly to schools, with no added profit margin. This means your budget goes further, allowing you to feed more children. Our pricing is transparent, with no hidden fees or surprises.
- **Flexibility:** Our simple ordering system makes it easy to place your weekly food order, view it on our School Portal and customise it via our Operations team. We offer a range of menu items and options to meet the diverse needs of your student population.
- **Reliable delivery:** We are partnering with a new and 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.
- **Additional resources:** You'll have access to a variety of school resources on our School Portal, designed to maximise your breakfast provision, covering topics such as identification and targeting, barriers, and food utilisation.

Interested? Fill out our [quick online form](#) and a member of our team will be in touch with further details.



Magic Breakfast

Early Adopters Scheme menu

We offer an extensive range of breakfast products to order. You can select from the menu the items that **best suit your needs, equipment and dietary requirements**. Prices (including delivery) are outlined on the next page.

We know that ordering the right amount of food can be a challenge, so we've created some indicative bundles to illustrate the **value and convenience** we offer as your breakfast club partner. Our dedicated and knowledgeable team can work with you to create your ideal menu once you join.

Example bundles:

Heathy Start bundle (focus on balanced nutrition)

- Cereal: A variety of cereals to cater for different tastes, including low-sugar, whole grain, and options fortified with vitamins and minerals.
- Milk: UHT Semi-skimmed milk and a non-dairy alternative for children with allergies or preferences
- Fruit: Fresh fruit selection, apples, bananas, and easy peelers
- Bakery: Half and Half/Best of Both bread and fibre-enriched bagels



Fuel Up bundle (focus on sustained energy)

- Cereal/porridge: High-fibre cereal choices
- Milk: UHT Semi-skimmed milk and a non-dairy alternative for children with allergies or preferences
- Baked beans: A great source of protein and fibre, with no added sugar
- Eggs: Packed with protein, essential vitamins, and minerals
- Bakery: Half and Half/Best of Both bread and fibre-enriched bagels

Category	Product
Bakery	NYBC Long Life Plain 29-day Bagels (5 pack x 6/case)
Bakery	Half and Half/ Best of Both Bread 800g
Bakery	Village Bakery Long Life Crumpets 55g (15 x 9 pack/case)
Cereal	Kellogg's Cornflakes 450g
Cereal	Weetabix 24 pack
Cereal	Kellogg's Rice Krispies 430g
Cereal	Nestle Harvest Home Crisp Rice 440g
Cereal	Quaker Original Oatcrisp Cereal 375g
Cereal	Quaker Golden Crunch Granola 500g
Cereal	BEST Choco Crunch 375g
Cereal	Nestle Harvest Home Cornflakes 500g
Oats	Quaker Traditional Oats 1kg
Oats	Quaker Oat So Simple Original 10 sachet pack
Oats	Quaker Oat So Simple Strawberry No Added Sugar 8 sachet pack
Oats	Quaker Oat So Simple Golden Syrup 10 sachet pack
Dairy	Arla Long Life Semi-Skimmed Milk 12 x 1L
Dairy	Tims Dairy Low Fat Plain Yoghurt 80g x 12 pack
Dairy alternative	Oat Drink 6 x 1L
Protein	Heinz No Added Sugar Beans 24 x 415g
Protein	Free Range Eggs 10 mixed weight carton

Fruit & veg	Easy Peelers x 10 pieces
Fruit & veg	Apples x 10 pieces
Fruit & veg	Pears x 10 pieces
Fruit & veg	Cucumbers box x 14 pieces
Fruit & veg	Punnet of 10 Cocktail Vine Tomatoes
Fruit & veg	Carrots x 1 kg
Fruit & veg	Bananas Bag x 10 pieces

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

