

Shivi calls on the Hospitality industry to help

Chef Shivi Ramoutar urges UK restaurants to join Magic Breakfast's "Fuel for Success" 2026 campaign to tackle morning hunger during exam season

Magic Breakfast has launched its Fuel for Success 2026 campaign, fronted this year by chef, author and broadcaster Shivi Ramoutar, who is calling on restaurants across the UK to join the initiative and help ensure students don't sit exams on an empty stomach.

Magic Breakfast's mission is to champion and provide nourishing breakfasts that help children and young people learn and thrive. Its vision is a UK where every child is nourished, empowered and thriving.

Every school day, Magic Breakfast makes an impact for over 350,000 children, ensuring morning hunger is not a barrier to learning. Fuel For Success raises vital funds to support this work during exam season - the moment when hunger has the greatest impact on concentration, confidence and performance.

"Restaurants can change a child's day - and their future - with one simple action." Shivi Ramoutar

"No child should sit in a classroom, or an exam hall, too hungry to concentrate. Fuel For Success gives restaurants a simple, meaningful way to make an immediate difference. Adding an optional £1 to bills costs nothing to your business, but it can change everything for a child walking into an exam hungry. I'm calling on restaurants across the UK to join us this year." Shivi Ramoutar

The Fuel for Success campaign offers a simple, zero-cost way for restaurants to support children and young people across the UK.

Restaurants can take part by:

- adding an optional £1 donation to every bill in May and June
- using a "Magic Breakfast" button on tills to tally donations
- sending the total at the end of the campaign

Magic Breakfast provides all assets, staff briefings and operational guidance. There is no cost to participate and minimal admin, making it an accessible ESG initiative for operators of all sizes.

Why the sector's support is urgently needed

- Morning hunger stops students from focusing and performing at their best.
- A simple breakfast boosts concentration, attendance and attainment.
- Most secondary pupils receive no government breakfast provision.

Restaurants and their customers can help close this gap.

A student supported by Magic Breakfast summed it up:

"People who don't get enough to eat in the morning might find it hard to learn. Then they'll really struggle in tests, and then not get the job they want." Student, age 9

Industry leaders already backing the campaign and long-standing partner Hawksmoor is encouraging others to join:

"We've loved being part of Magic Breakfast's Fuel for Success campaign for 4 years ... and counting! We've seen first-hand how impactful Magic Breakfast's efforts are in ensuring children and young people can have a nourishing start to the day, and how valuable restaurant partner support can be. We can't wait to be involved again this year and encourage others in the industry to get involved too!" — Will Beckett, Co-founder and CEO, Hawksmoor

In 2024, the campaign was amplified by Will Poulter, Big Zuu and MOB, reaching over 3.5 million people on Instagram. In 2025, Fuel for Success hit a major milestone - raising enough to fund over 1 million breakfasts since launch.

With Shivi fronting the 2026 campaign, Magic Breakfast aims to go even further.

This is a powerful moment for the hospitality industry to act. Exam season creates a time-bound opportunity for the sector to make a measurable difference in their communities and across the UK. Together with Shivi, restaurants can ensure students' results reflect their ability - not their access to breakfast.

SIGN UP NOW – contact corporatepartnerships@magicbreakfast.com

For media enquiries, interviews or further information:

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Magic Breakfast is the UK's leading school breakfast charity dedicated to championing and providing nourishing school breakfasts to help children and young people learn and thrive. We support primary, secondary, ASN/SEND schools, and pupil referral units across England and Scotland. A daily breakfast helps pupils feel included, equal, and focused. Alongside our support in schools, Magic Breakfast drives long-term change through research, campaigning, and advocacy. We work with policymakers and partners to end morning hunger for good and create a future where every child is nourished, empowered, and thriving.