



Greggs launches new Breakfast Club in Wythenshawe

- Greggs has opened a new Breakfast Club at Ashgate Specialist Support Primary offering 100 children a free, healthy breakfast before school
- Nutritional breakfast offerings are to include toast, low sugar, high fibre cereal, fruit, yoghurt, juice, and milk
- The club will be funded by the Greggs Foundation as part of its nationwide Breakfast Club programme, which serves breakfasts to around 40,000 children every school day

The new club will offer 100 children who need it a free, nutritional breakfast before school to help pupils to be prepared for the day ahead. Breakfast offerings will include toast, low sugar cereal, fruit, yoghurt, juice, and milk. As well as providing a nutritious morning meal, the Club aims to encourage children to enjoy themselves and engage with school staff and the education system.

Launched in 1999, the Greggs Foundation's Breakfast Club programme has grown to serve wholesome, free breakfasts to around 40,000 children every school day, at over 650 Clubs across the UK. So far the programme has served over 58 million free meals with an ambition to support 1,000 Breakfast Clubs by 2025, serving 70,000 free, nutritious meals each school day, as announced in The Greggs Pledge earlier in the year.

Lynne Hindmarch, Breakfast Club Manager for the Greggs Foundation, commented: "No child should ever start their day without breakfast, which is why we're delighted to be opening a new Breakfast Club at Ashgate Specialist Support Primary.

"Through Breakfast Clubs such as this, we're able to support over 40,000 children each day nationally, and new openings like the one at Ashgate Specialist Support Primary are helping us to continue heading towards reaching our target of serving 70,000 breakfasts each school day by 2025."

The average Breakfast Club costs £3,000 to set up and run for an academic year. In May 2021, Greggs ran its latest annual Breakfast Club Appeal, during which over £120,000 was raised by Greggs colleagues and customers in just two weeks to support the cause – enabling the Greggs Foundation to provide 480,000 children with a free breakfast.

Following the success of the Breakfast Club Appeal, customers at Greggs stores nationwide can now donate a free breakfast to a child in need at one of Greggs' Breakfast Clubs at any time of year. Customers simply need to tell a team member they want to "donate a breakfast for 25p" when they're making a purchase, with donations going towards extending the programme.

For further information, please contact the Greggs press office at greggs@hopeandglorypr.com

Notes to Editors

About The Greggs Foundation

Each year, Greggs donates at least one per cent of its profits to the Greggs Foundation and this, along with support from colleagues and partners, has enabled the charity to invest over £3 million in 2020 in a wide range of initiatives that improve the quality of life in its local communities, including the Breakfast Club Programme.