



GENERAL MILLS UK

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October 2017

## General Mills has appetite to fund 5,000 school breakfasts

General Mills has pledged to fund 5,000 free-of-charge school breakfasts a day nationwide over the next three years, in partnership with The Greggs Foundation. This is in addition to the breakfast clubs that General Mills already supports through the partnership, helping to feed over 950 pupils every day.



The latest breakfast club opened earlier this month at a primary school near to General Mills' UK headquarters in Uxbridge, with a photo call attended by General Mills' managing director of General Mills Northern Europe, Ben Pearman, along with the Mayor of Hillingdon Cllr Carol Melvin and Rt Hon John McDonnell MP for Hayes and Harlington. General Mills has donated funds, while The Greggs Foundation will supply fresh bread from a local Greggs bakery. The school itself will use the donated funds to purchase a variety of breakfast items that will give children the best start to their day.

General Mills UK is a trading name of General Mills UK Limited

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The Greggs Foundation, established in 1999, runs more than 445 breakfast clubs in the UK serving 26,391 school breakfasts every day. With more than 8m people in the UK living in households that struggle to put enough food on the table, the clubs are a great way to ensure children are receiving a nutritious meal, every day.

Joanne Miles, breakfast club manager at The Greggs Foundation, commented: “We’re delighted that General Mills has become a key partner in our breakfast club programme. Up and down the country the results yielded in the schools are absolutely fantastic and it really is refreshing to see the enthusiasm to support us from everybody at General Mills. We’re excited about the prospect of working with the company over the next three years and helping to transform the lives of thousands of children across the country.”

Ben Pearman, managing director of General Mills Northern Europe, added: “Food insecurity is a major issue in the UK and it is shocking to think that not every child in the country has access to breakfast. As a leading food company we feel it’s vital that we do whatever we can to help ensure that school children are able to start their day with a wholesome meal. We’re delighted to be working with The Greggs Foundation to help deliver breakfast to many school children over the years to come.”

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