

Sainsbury's

Sainsbury's is continuing to offer a £200 start-up eGift card for schools joining the free breakfast club programme to spend on healthy breakfast food items. Gift cards can be used both in Sainsbury's stores and online. Early adopter schools and schools that opened their free breakfast clubs in April 2026 will have already received their eGift card via the email address listed on Get Information About Schools. Gift cards are valid for two years from the date of issue.

For schools opening their free breakfast club in September 2026, your eGift card will be sent to you in September directly from breakfastclubs.partnering@education.gov.uk. If you can't find your eGift card, please:

1. Check your junk or spam folder and search for emails from breakfastclubs.partnering@education.gov.uk.
2. Ask your IT team to ensure that emails from breakfastclubs.partnering@education.gov.uk aren't blocked.

School starting FBCs from September 2026 that have not received their gift card by 1 October should contact the team at breakfastclubs.partnering@education.gov.uk.

Sainsbury's have also designed a bespoke [Free Breakfast Clubs online shop](#) for their online store which includes a curated list of breakfast products to make your shopping experience easier.





To claim Morrisons' offer, follow these steps:

1. To get started, ensure you have a registered Morrisons Online account using **your school email**. If you're not yet registered, you can sign up [here](#).
2. Next, sign up to the More Card scheme via the [Morrisons More website](#) or the More Card app.
3. Once registered, apply to the programme using this [form](#). After submitting the Google Form, please allow up to **five working days** for your account to be set up - you'll receive a notification when your account is ready for placing orders.
4. To streamline your experience, we recommend **downloading both the Morrisons Grocery App for faster ordering and the More Card App**, which will display personalised offers, weekly deals, and your points balance.

How to place an order

1. To place an order, **log in to your Morrisons account using your school email** at [Morrisons.com](https://www.morrisons.com). When booking a delivery slot (located on the right-hand side of the site), it's best to avoid children's drop-off and collection school hours to ensure the safety of staff, children, and guardians. Booking in advance and maintaining a consistent basket can help manage product availability and weekly spend.
2. Once logged in, **click 'Browse Shop'** on the left-hand side of the site, then **scroll down to the 'Events, Inspirations & Ways To Save' section** and **select the 'Breakfast Club' dropdown**. From there, choose your items. Morrisons have included a range of breakfast club items, but if there are specific products you'd like to see added, feel free to contact Morrisons directly at business.online@morrisonsplc.co.uk.
3. If you can't find a specific item on the Breakfast Club Landing Page remember you have access to the full site which contains over 20,000 lines
4. Once your order has been finalised and you have checked-out, your free delivery pass will automatically apply.
5. Your **unlimited free delivery** pass can be used multiple times a week, ensuring you get the freshest items available.



In collaboration with their key wholesaler business partners, Weetabix will offer a cost discount to selected national and regional wholesalers on some of the UK's favourite breakfast cereals. This discount should then be passed on to participating schools at a reduced cost price*.

What are the featured products and cost discount?

Weetabix Product Code	Product Name	EAS Discount per Case
8416	Ready brek Original 6x450g	£1.73
7572	Weetabix Catering A 6x48's	£4.10
7573	Weetabix Catering B 48x2	£2.16

Who are the proposed selected wholesalers?

- Bidfood
- Sysco GB (Brakes)
- Selected regional wholesalers

How to claim the offer?

1. Confirm with your regular delivered wholesaler that they are offering the free breakfast club discount from Weetabix.
2. Once confirmed place your order for one or more of the featured Weetabix products above.
3. Receive delivery of Weetabix and/or Ready brek catering packs at a discounted cost.

Offer applies on deliveries from 1st September 2026 to 31st July 2027**.

*Customer sales prices are solely at the discretion of selected wholesaler business partners.

** Price discounts are at the discretion of Weetabix Ltd & subject to continuation of the free breakfast club programme.