

Ingredients, Allergens and Nutritional Information for Magic Breakfast Products



Magic Breakfast's aim first and foremost is to end hunger as a barrier to education through the provision of healthy breakfasts to school children. Our commitment to food safety is therefore a priority.

Due to the increase in awareness of food allergens and dietary allergies, it is essential that schools have the relevant information on the composition of the food supplied.

Below is a list of ingredients, allergens and advisory information relating to all Magic Breakfast food that may be supplied to your school. We will regularly update this document with any changes so please familiarise yourself with the information provided.

Occasionally substitutions to the regular products may be offered e.g. in the case of supplier shortages. **Please always check the individual packaging for allergens before offering to children with allergies, even if you have checked the brand name previously.**

Nutritional information is given in relation to Government food labelling guidance and School Food Standards (SFS). Key information is given for the amount of fat, saturated fat, sugar and salt per 100g, and is colour coded as follows to encourage consumption of food lower in sugar, salt and saturated fat:

Green	low content (encouraged by SFS)
Orange	medium content (accepted by SFS)
Red	high content (not permitted by SFS)

Products that are classified as '**high fibre**' (more than 6g fibre per 100g) have also been highlighted in green text to highlight higher fibre options.

Note on recommended portion sizes: Serving sizes given in the nutrition profile for each product are suggestions by the manufacturers. Where School Food Standards for portion sizes exist, these are given below each profile for primary and secondary aged students. It is important to remember that this is general guidance and individuals' needs will differ from person to person. Be flexible in your approach to portion sizes. If a child is still hungry, offer more. Likewise, if they do not finish their breakfast, do not force them to do so. Breakfast staff should be made aware of any particular health conditions that children in their care may have so they can recommend and monitor appropriate breakfast foods.

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The guidance for daily fibre is 20g for children aged 5 – 11, with a 'suggested' breakfast intake of 4g (20% of daily amount). For those cereals with a high fibre content, particularly for nursery aged children, a smaller serving than the manufacturer suggested one may be more appropriate, which would reduce the fibre content per serving. Really young children may eat less cereal, especially as it is served with milk, providing the protein element (with no extra fibre) that fills them up, or may benefit from having a smaller portion of the cereal with a slice of toast or fruit alongside. An offer of water throughout the day will also help keep them hydrated.

Natasha's Law: Changes to Allergen Labelling Requirements in Schools

From October 2021, Natasha's Law came into force and changed the requirements for labelling food served in a variety of settings, including schools. Natasha's law requires any food that is classed as Pre-Packed for Direct Sale (PPDS) to be labelled with full ingredients list and allergens highlighted in bold. PPDS food is food that is packaged at the same place it is offered to consumers. Even if the food is offered free of charge, if it is offered in a public space for people to consume, and is packaged as in the examples below, it must be labelled clearly.

Food is PPDS if it is packaged as follows:

- the food is fully or partly enclosed by the packaging
- the food cannot be altered without opening or changing the packaging
- the food is ready to offer the final consumer

Examples of PPDS food that may be provided by schools include:

- fruit pots / breakfast pots made in advance of children choosing them
- a sandwich completely enclosed in cling film
- bread or bagel placed in a paper bag with the bag folded over or twisted to encase the bread

Common FAQ's regarding PPDS food labelling in schools

If I display allergen information on a menu or on our website to inform parents, do I still need to label PPDS food?

Yes. Using an allergen information sheet is not a substitute for PPDS food labelling.

Do I need to label food if I prepare and wrap food and keep it warm before it is ordered?

Yes. If you prepack food in anticipation of consumer orders, these products will require PPDS labelling.

Do I need to label food wrapped in cling film?

If the food is completely or partially enclosed by cling film before it is ordered (and is ready for presentation to the consumer), it is PPDS food. If an item is removed from cling film before it is presented to the consumer then this is not PPDS food. This is non-prepacked food and so allergen information must be provided in some form.

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Do I need to label food items if they are sold loose?

No. Loose food which is not sold in packaging does not require a label. It must meet current allergen information requirements for non-prepacked food.

Do the PPDS changes affect school meals that are plated to order?

No. If you are plating food (not prepacked before the point that it is ordered) there is no need to list ingredients. You must be able to provide information, in writing or orally, on the presence of any allergens in the food you are serving.

The Food Standards Agency provide further information, FAQs and a helpful labelling guide for PPDS food. You can access the site at:


www.food.gov.uk/business-guidance/prepacked-for-direct-sale-ppds-allergen-labelling-changes-for-schools-colleges-and-nurseries

Ingredients, Allergens and Nutritional Information for Magic Breakfast Products


Magic Breakfast Product Range

New York Bakery Co ® Original Bagels (Added Fibre)			
<p>Ingredients: Wheat Flour (<i>Wheat Flour</i>, Calcium Carbonate, Iron, Niacin, Thiamin), Water, Sugar, Yeast, Spirit Vinegar, Wheat Fibre, Maize, Salt, Rapeseed Oil, Preservative (Calcium Propionate), Malted Barley Flour, Cultured Dextrose, Flour Treatment Agent (Ascorbic Acid).</p> <p>Allergen Information: Contains Wheat flour (gluten), Malted Barley Flour (gluten). May contain Sesame (manufactured in a facility that handles Sesame).</p> <p>Additional Information:</p> <ul style="list-style-type: none"> • Suitable for Vegetarians and Vegans. • Free from artificial colours and flavours. • Made on a nut-free site. 			
Nutritional Profile	Per 100g	Per 85g serving (whole bagel)	% RI per serving
Energy	259 Kcal	220 Kcal	11%
Fat	1.2g	1g	1%
Saturated Fat	0.2g	0.2g	1%
Carbohydrates	50.2g	42.7g	-
Sugar	5.3g	4.5g	5%
Fibre	3.8g	3.3g	-
Protein	9.8g	8.4g	-
Salt	0.8g	0.7g	11%
<p><i>*This is the manufacturer's suggested serving size (not by age).</i></p> <p>School Food Standards Recommended Portion Guide</p>			
Primary		Secondary	
50 – 70g (between half and whole bagel)		80 – 100g (1 whole bagel)	


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New York Bakery Co ® Bagels (Frozen, boxed, 85g servings)							
<p>Ingredients: Wheat Flour (Wheat Flour, Calcium Carbonate, Iron, Niacin, Thiamin), Water, Sugar, Maize, Yeast, Rapeseed Oil, Salt, Wheat Gluten, Malted Barley Flour, Flour Treatment Agent (Ascorbic Acid).</p> <p>Allergen Information: Wheat flour (gluten), Wheat Gluten, Malted Barley Flour (gluten). May contain Sesame (manufactured in a facility that handles Sesame). Contains yeast.</p> <p>Additional Information:</p> <ul style="list-style-type: none"> • Suitable for Vegetarians and Vegans. • Halal & Kosher certified • Free from artificial colours and flavours. • Made on a nut-free site. 							
Nutritional Profile	Per 100g	Per 85g serving* (whole bagel)	% RI per serving				
Energy	257 Kcal	221 Kcal	11%				
Fat	1.6g	1.3g	2%				
Saturated Fat	0.2g	0.2g	1%				
Carbohydrates	50.0g	42.5g	-				
Sugar	5.0g	4.0g	4%				
Fibre	3.1g	2.6g	-				
Protein	9.1g	7.7g	-				
Salt	0.65g	0.58g	10%				
<p>*This is the manufacturer's suggested serving size (not b age).</p> <p>School Food Standards Recommended Portion Guide</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Primary</th> <th style="width: 50%;">Secondary</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">50 – 70g (between half and whole bagel)</td> <td style="text-align: center;">80 – 100g (1 whole bagel)</td> </tr> </tbody> </table>				Primary	Secondary	50 – 70g (between half and whole bagel)	80 – 100g (1 whole bagel)
Primary	Secondary						
50 – 70g (between half and whole bagel)	80 – 100g (1 whole bagel)						


Ingredients, Allergens and Nutritional Information for Magic Breakfast Products

Quaker® Wholegrain Porridge Oats			
<p>Ingredients: 100% Wholegrain Rolled Oats</p> <p>Allergen Information: Oats can contain traces of gluten due to farming and manufacturing processes. Oats also contain avenin – a protein which some coeliacs may be intolerant to. Therefore, this product is not certified as gluten free.</p> <p>Additional Information:</p> <ul style="list-style-type: none"> • High in fibre. • Contains oat beta-glucan 3.6g per 100g. Each serving (40g) contains 47% of the 3g of oat beta-glucan suggested per day. 			
Nutritional Profile	Per 100g	Per 40g serving*	% RI per serving
Energy	374 Kcal	150 Kcal	8%
Fat	8g	3.2g	5%
Saturated Fat	1.5g	0.6g	3%
Carbohydrates	60g	24g	-
Sugar	1.1g	0.4g	<1%
Fibre	9.0g	3.6g	-
Protein	11g	4.4g	-
Salt	0g	0g	<1%
*This is the manufacturer's suggested serving size (not by age).			
Primary		Secondary	
30 – 40g		40g – 50g	


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Quaker® Oat So Simple (sachets)			
<p>Ingredients: 100% Wholegrain Rolled Oats</p> <p>Allergen Information: Oats can contain traces of gluten due to farming and manufacturing processes. Oats also contain avenin – a protein which some coeliacs may be intolerant to. Therefore, this product is not certified as gluten free. May also contain wheat, barley and soya.</p> <p>Additional Information:</p> <ul style="list-style-type: none"> • High in fibre. • Contains oat beta-glucan 3.6g per 100g. Each serving (27g) contains 33% of the 3g of oat beta-glucan suggested per day. 			
Nutritional Profile	Per 100g	Per 27g serving*	% RI per serving
Energy	370 Kcal	100 Kcal	5%
Fat	7.7g	2.1g	3%
Saturated Fat	1.3g	0.3g	1%
Carbohydrates	59.0g	16.0g	-
Sugar	1.0g	0.3g	<1%
Fibre	9.0g	2.4g	-
Protein	11.0g	3.0g	-
Salt	0g	0g	<1%
*This is the manufacturer's suggested serving size (not by age).			
Primary		Secondary	
30 – 40g		40g – 50g	


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Weetabix® Original			
<p>Ingredients: Wholegrain Wheat (95%), Malted Barley Extract, Sugar, Salt, Niacin (B3), Iron, Riboflavin (B2), Thiamin (B1), Folic Acid.</p> <p>Allergen Information: Wheat (gluten), Malted Barley Extract (gluten). Not suitable for Coeliacs</p> <p>Additional Information:</p> <ul style="list-style-type: none"> • Red tractor assured wheat • Fortified with B vitamins and Iron • High in fibre • Suitable for Vegetarians and Vegans • Does not contain nuts – suitable for Peanut Allergy Sufferers 			
Nutritional Profile	Per 100g	Per 38g serving* (2 biscuits)	% RI per serving
Energy	362 kcal	136 kcal	7%
Fat	2.0g	0.8g	1%
Saturated Fat	0.6g	0.2g	<1%
Carbohydrates	69.0g	26.0g	-
Sugar	4.2g	1.6g	2%
Fibre	10.0g	3.8g	-
Protein	12.0g	4.5g	-
Salt	0.28g	0.1g	2%
*This is the manufacturer's suggested serving size (not by age).			
Primary		Secondary	
30 – 40g (1 - 2 biscuits)		40g – 50g (2 – 3 biscuits)	


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Heinz No Added Sugar Beanz [®]			
<p>Ingredients: Beans (50%), Tomatoes (40%), Water, Modified Cornflour, Spirit Vinegar, Salt, Natural Flavouring, Spice Extracts, Sweetener – Steviol Glycosides, Herb Extract.</p> <p>Allergen Information: N/A</p> <p>Additional Information:</p> <ul style="list-style-type: none"> • No artificial sweeteners, colours, flavours or preservatives. • Vegetarian & Vegan friendly. • Contains naturally occurring sugars. • 25% less salt than standard Heinz Beanz. • 1 of your 5 a day in ½ can when eaten as part of a balanced diet. 			
Nutritional Profile	Per 100g	Per 208g (½ can)*	% RI per serving
Energy	66 Kcal	136 Kcal	7%
Fat	0.2g	0.4g	1%
Saturated Fat	<0.1g	<0.1g	<1%
Carbohydrates	9.5g	19.6g	-
Sugar	1.9g	3.9g	4%
Fibre	3.6g	7.5g	-
Protein	4.6g	9.5g	-
Salt	0.4g	0.9g	15%
<p>*This is the manufacturer's suggested serving size (not by age). School Food Standards Recommended Portion Guide</p>			
Primary		Secondary	
50 – 70g (1 – 2 tablespoons)		90 – 100g (3 – 4 tablespoons)	


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Weetafakes®			
<p>Ingredients: Wholegrain Wheat (60%), Rice (37%), Sugar, Malted Barley Extract, Salt, Niacin, Iron, Pantothenic Acid(B5), Thiamin (B1), Riboflavin (B2), Vitamin B6, Folic Acid, Vitamin B12,</p> <p>Allergen Information: Contains Wheat (gluten) and Barley (gluten). <u>Not suitable for Nut and Milk allergy sufferers, or Coeliacs.</u></p> <p>Additional Information:</p> <ul style="list-style-type: none"> High in fibre. 			
Nutritional Profile	Per 100g	Per 30g serving*	% RI per serving
Energy	371 Kcal	111 Kcal	
Fat	1.4g	0.0g	
Saturated Fat	0.2g	0.0g	
Carbohydrates	77g	23g	
Sugar	13g	3.9g	
Fibre	7.4g	2.2g	
Protein	9.0g	2.7g	
Salt	0.28g	0.08g	
*This is the manufacturer's suggested serving size (not by age).			
Primary		Secondary	
30 – 40g		40g – 50g	


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BranFlakes®			
<p>Ingredients: Wholegrain Wheat (80%), Wheat Bran (20%), Sugar, Malted Barley Extract, Salt, Niacin, Iron, Pantothenic Acid(B5), Thiamin (B1), Riboflavin (B2), Vitamin B6, Folic Acid, Vitamin B1.,</p> <p>Allergen Information: Contains Wheat (gluten) and Barley (gluten). <u>Not suitable for Nut and Milk allergy sufferers, or Coeliacs.</u></p> <p>Additional Information:</p> <ul style="list-style-type: none"> • High in fibre. 			
Nutritional Profile	Per 100g	Per 40g serving*	% RI per serving
Energy	360 Kcal	108 Kcal	
Fat	2.7g	0.8g	
Saturated Fat	0.5g	0.2g	
Carbohydrates	64g	19g	
Sugar	12g	3.6g	
Fibre	16g	4.8g	
Protein	12g	3.6g	
Salt (equivalent) 1	0.35g	0.10g	
Sodium	0.14g	0.04g	
*This is the manufacturer's suggested serving size (not by age). See earlier guidance on serving size for very young children.			
Primary		Secondary	
30 – 40g		40g – 50g	

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Crunchy Bran®			
<p>Ingredients: Wheat Bran (52%), Wholegrain Wheat (30%), Oat Bran (12%), Sugar, Malted Wheat Flour, Salt, Calcium, Niacin, Iron, Riboflavin (B2), Vitamin B6, Thiamin (B1), Folic Acid, Vitamin D, Vitamin B12, Also may contain milk</p> <p>Allergen Information: Contains Wheat (gluten) and Oat (gluten). <u>Not</u> suitable for Milk allergy sufferers. Not suitable for Vegans or Coeliacs.</p> <p>Additional Information:</p> <ul style="list-style-type: none"> High in fibre. 			
Nutritional Profile	Per 100g	Per 40g serving*	% RI per serving
Energy	351 Kcal	140 Kcal	
Fat	4.3g	1.7g	
Saturated Fat	0.8g	0.8g	
Carbohydrates	54g	22g	
Sugar	14g	5.6g	
Fibre	22g	8.8g	
Protein	13g	5.2g	
Salt	0.58g	0.23g	
<p><i>*This is the manufacturer's suggested serving size (not by age). See earlier guidance on serving size for very young children.</i></p>			
Primary		Secondary	
30 – 40g		40g – 50g	

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Cornflakes ®			
<p><u>Ingredients:</u></p> <p>Maize, Barley, Malt extract, Sugar, Salt</p> <p><u>Allergen Information:</u></p> <p>Contains Barley (gluten). May contain gluten from other cereals.</p> <p><u>Additional Information:</u></p>			
Nutritional Profile	Per 100g	Per 30g serving*	% RI per serving
Energy	378 Kcal	113 Kcal	
Fat	0.9g	0.3g	
Saturated Fat	0.2g	0.1g	
Carbohydrates	84g	25g	
Sugar	8g	2.4g	
Fibre	3.0g	0.9g	
Protein	7.0g	2.1g	
Salt	1.1g	.34g	
*This is the manufacturer's suggested serving size (not by age).			
Primary		Secondary	
30 – 40g		40g – 50g	

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Rice Krispies®

Ingredients:

Rice, Sugar, Salt, **Barley**, Malt extract, Vitamins and Minerals: Niacin, Iron, Riboflavin, Thiamin, Folic Acid, Vitamin D, Vitamin 12

Allergen Information:

Contains **Barley (gluten)**. May contain gluten from other cereals.


Additional Information:

- **NOT FOR SCOTLAND**




Nutritional Profile	Per 100g	Per 30g serving*	% RI per serving
Energy	378 Kcal	85 Kcal	
Fat	1.2g	0.3g	
Saturated Fat	0.4g	0.1g	
Carbohydrates	86g	19g	
Sugar	7.9g	1.7g	
Fibre	2.0g	0.4g	
Protein	7.0g	1.5g	
Salt	1.0g	0.22g	
*This is the manufacturer's suggested serving size.			
Primary		Secondary	
30 – 40g		40g – 50g	


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Warburtons half and half ®			
<p>Ingredients:</p> <p>Wheat Flour [with Calcium, Iron, Niacin (B3) and Thiamin (B1)] and Wholemeal Wheat Flour, Water, Yeast, Vegetable Oil (Rapeseed, Sustainable Palm), Salt, Wheat Gluten, Malted Barley Flour, Calcium Carbonate, Emulsifiers: E471, E472e; Soya Flour, Preservative: Calcium Propionate; Vitamin D, Flavouring, Flour Treatment Agent: Ascorbic Acid (Vitamin C).</p>			
<p>Allergen Information:</p> <p>Contains Barley (gluten), Wheat (gluten) Soya flour. Produced in a bakery that uses sesame seeds and milk.</p>			
<p>Additional Information:</p>			
Nutritional Profile	Per 100g	Per 40.3g serving*	% RI per serving
Energy	248 Kcal	100 Kcal	
Fat	2.8g	1.1g	
Saturated Fat	0.7g	0.3g	
Carbohydrates	43.6g	17.6g	
Sugar	2.7g	1.1g	
Fibre	4.2g	1.7g	
Protein	10.0g	4.0g	
Salt	0.95g	0.38g	
*This is the manufacturer's suggested serving size (not by age).			
Primary		Secondary	
50g – 70g		80g – 100g	


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Quaker Oat Granola Golden Crunch®			
<p>Ingredients: Rolled Oats (62%), Sugar, Glucose Syrup, Sunflower Oil, Cereal Crisps, Rice Flour, Wheat Flour, Natural Flavouring (contains Wheat), Emulsifier (Lecithins), Oat Bran, Honey, Natural Flavouring, Antioxidant (Tocopherol-rich extract)</p> <p>Allergen Information: Contains Oat and Wheat flour (gluten). May contain barley, rye, milk, nuts.</p> <p>Additional Information: Not for Scotland</p>			
Nutritional Profile	Per 100g	Per 45g serving*	% RI per serving
Energy	429 kcal	193 kcal	
Fat	10g	4.6g	
Saturated Fat	1.4g	0.6g	
Carbohydrates	72g	32g	
Sugar	19g	8.6g	
Fibre	7.2g	3.2g	
Protein	8.7g	3.9g	
Salt	0.10g	0.05g(<1%)	
*This is the manufacturer's suggested serving size (not by age)			
Primary		Secondary	
30g - 40g		40g - 50g	

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Quaker Oat Crisp®			
<p>Ingredients: Wholegrain Oat Flour (77%), Wheat Bran, Sugar, Barley Malt Extract, Raising Agent (Potassium Hydrogen Carbonate), Salt.</p> <p>Allergen Information: Contains Oat Flour, Wheat Bran, and Barley (gluten).</p> <p>Additional Information: Nut Free</p>			
Nutritional Profile	Per 100g	Per 30g serving*	% RI per serving
Energy	375 kcal	113 kcal	
Fat	6.7g	2.0g	
Saturated Fat	1.1g	0.3g	
Carbohydrates	58g	17g	
Sugar	9.3g	2.8g	
Fibre	15g	4.4g	
Protein	13g	4.0g	
Salt	0.84g	0.25g	
*This is the manufacturer's suggested serving size. See earlier guidance on serving size for very young children.			
Primary		Secondary	
30g - 40g		40g - 50g	

Ingredients, Allergens and Nutritional Information for Magic Breakfast Products

Oat so Simple Golden Syrup ®			
<p>Ingredients:</p> <p>Quaker Wholegrain Rolled Oats (80%), Sugar, Natural Flavouring, Salt.</p> <p>Allergen Information:</p> <p>Contains Oats (gluten). May contain wheat, barley, milk and soya.</p> <p>Additional Information:</p> <p>NOT FOR SCOTLAND, Nut Free</p>			
Nutritional Profile	Per 100g	Per 36g serving*	% RI per serving **
Energy	376 Kcal	135 Kcal	11%
Fat	6.5g	2.3g	8%
Saturated Fat	1.2g	0.4g	13%
Carbohydrates	67g	24g	
Sugar (SCOTLAND)	18g	6.4g	17%
Sugar (ENGLAND)	18g	6.4g	17%
Fibre	7.3g	2.6g	
Protein	9.0g	3.2g	
Salt	0.56g	0.20g	7%
*This is the manufacturer's suggested serving size (not by age).			
Primary		Secondary	
30 – 40g		40g – 50g	

** RI with 180ml of semi skimmed milk