

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.


Ingredients, Allergens and Nutritional Information for Magic Breakfast Products

New York Bakery Co ® Original Bagels (Added Fibre)			
<p>Ingredients: Wheat Flour (<i>Wheat Flour, Calcium Carbonate, Iron, Niacin, Thiamin</i>), Water, Sugar, Yeast, Spirit Vinegar, Wheat Fibre, Maize, Salt, Rapeseed Oil, Preservative (<i>Calcium Propionate</i>), Malted Barley Flour, Cultured Dextrose, Flour Treatment Agent (<i>Ascorbic Acid</i>).</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. • 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%


Ingredients, Allergens and Nutritional Information for Magic Breakfast Products

New York Bakery Co ® Bagels (Frozen, boxed)			
<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).</p> <p>Contains yeast.</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 115g serving (whole bagel)	% RI per serving
Energy	257 Kcal	296 Kcal	15%
Fat	1.6g	1.8g	3%
Saturated Fat	0.2g	0.3g	1%
Carbohydrates	50.0g	57.5g	-
Sugar	5.0g	5.8g	7%
Fibre	3.1g	3.6g	-
Protein	9.1g	10.4g	-
Salt	0.65g	0.75g	12%


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%


Ingredients, Allergens and Nutritional Information for Magic Breakfast Products

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%


Ingredients, Allergens and Nutritional Information for Magic Breakfast Products

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)</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%


Ingredients, Allergens and Nutritional Information for Magic Breakfast Products

Kellogg's® Raisin Wheats			
<p>Ingredients: Wholewheat (78%), Raisins*(29%), Humectant (Glycerol).</p> <p>Allergen Information: Contains Wheat (gluten)</p> <p>Additional Information:</p> <ul style="list-style-type: none"> • Natural grains • High in fibre • No added sugar - contains naturally occurring sugars • No artificial colours or flavours • Suitable for vegetarians and vegans • Halal - HFA Approved • Kosher 			
Nutritional Profile	Per 100g	Per 45g serving	% RI per serving
Energy	328 kcal	148 kcal	7%
Fat	1.8 g	0.8 g	1%
Saturated Fat	0.2 g	0.1 g	1%
Carbohydrates	71 g	32 g	-
Sugar	13 g	5.9 g	7%
Fibre	7.6 g	3.4 g	17%
Protein	11 g	5.0 g	-
Salt	0.01 g	nil	1%


Ingredients, Allergens and Nutritional Information for Magic Breakfast Products

Nestle® Cheerios Vanilla O's			
<p>Ingredients: Whole Grain Oat Flour (31.5%), Whole Grain Wheat (31.5%), Whole Grain Barley Flour (19.0%), Fructo-Oligosaccharides, Wheat Starch, Sugar, Whole Grain Maize Flour (2.2%), Whole Grain Rice Flour (2.2%), Sunflower Oil, Calcium Carbonate, Salt, Flavourings, Antioxidant: (Tocopherols), Iron, Vitamins: C, B3, B5, B9, B6, B2, D.</p> <p>Allergen Information: Contains Wheat (gluten), Oat (gluten), Barley (gluten). May contain Milk and Nuts.</p> <p>Additional Information:</p> <ul style="list-style-type: none"> • Low in sugar • High in fibre • Added vitamins and minerals • Vegetarian • Kosher 			
Nutritional Profile	Per 100g	Per 30g serving	% RI per serving
Energy	369 kcal	111 kcal	6%
Fat	5.6 g	1.7 g	2%
Saturated Fat	1.0 g	0.3 g	2%
Carbohydrates	60.9 g	18.3 g	-
Sugar	4.5 g	1.4 g	2%
Fibre	17.9 g	5.4 g	27%
Protein	9.7 g	2.9 g	-
Salt	0.79 g	0.24 g	4%

Ingredients, Allergens and Nutritional Information for Magic Breakfast Products

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 serving (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	8%
Sugar	1.9g	3.9g	4%
Fibre	3.6g	7.5g	-
Protein	4.6g	9.5g	19%
Salt	0.4g	0.9g	15%

Ingredients, Allergens and Nutritional Information for Magic Breakfast Products

Nestlé® Original Shreddies			
<p>Ingredients: Whole Grain Wheat (96%), Sugar, Invert Sugar Syrup, Barley Malt Extract, Salt, Molasses, Vitamins and Minerals (Niacin, Iron, Pantothenic Acid, Folic Acid, Vitamin B6, Riboflavin).</p> <p>Allergen Information: Wheat (gluten), Barley (gluten) Manufactured in a facility that processes Nuts</p> <p>Additional Information:</p> <ul style="list-style-type: none"> • Red tractor assured wheat. • Suitable for Vegetarians and Vegans. • Fortified with B vitamins and Iron. • High in fibre 			
Nutritional Profile	Per 100g	Per 40g serving	% RI per serving
Energy	364 kcal	145 Kcal	7%
Fat	1.8g	0.7g	1%
Saturated Fat	0.3g	0.1g	1%
Carbohydrates	70g	28g	-
Sugar	13g	5g	7%
Fibre	13g	5g	-
Protein	11g	4g	-
Salt	0.72g	0.29g	5%