

# Cereal is the perfect way for children to start the day

A bowl of cereal with Harry Potter is kids' perfect way to start the day according to research commissioned by the NSPCC and Lidl.

- Ariana Grande and famous footballers also prove popular with children when asked about their dream breakfast guest
- Almost half of respondents from Scotland also reveal they watch TV or play computer games while at the breakfast table

Harry Potter tops the charts of dream breakfast guests for children according to a YouGov survey of more than 1,000 children from across Britain aged 6-15 who go to school. The Hogwarts wizard was the most popular famous person that young people would like to join them round the kitchen table for a bowl of cereal.

The second highest ranking breakfast guest was American singer Ariana Grande, with other well-known faces making the cut including Scottish singer Lewis Capaldi, former Doctor Who David Tennant, Edinburgh-based author JK Rowling and finally Scotland's national animal – the unicorn.



The survey also found that almost half of Scottish children watch TV while eating breakfast, and 13% said they played games on a phone or games console.

In Scotland, a bowl of cereal is the overwhelming favourite food for children first thing in the morning, with 72% of those who responded saying this is how they usually start their day.

Only 1% of children in Scotland responding to the survey said

they had a traditional cooked breakfast – the lowest of any part of the UK surveyed.

Until 31 July Lidl will be donating 10p from the sale of each box of special NSPCC branded cereal, hoping to raise £125,000 for the children's charity as part of a three-year partnership aiming to raise £3 million.

The cereals are Bitesize Wheat Shreds, Corn Flakes, Wholegrain Wheat Bixies, Special Flakes Red Fruit, and Rice Snaps.

Along with the special boxes which will go into hundreds of thousands of homes, will be a message raising awareness of the NSPCC's 'Speak out. Stay safe' school service designed to keep children safe from abuse. The packets will also include fun activities for children with Buddy, the mascot of the service.

Head of Partnerships at the NSPCC, Mike McGrath, said: "The enduring appeal of Harry Potter is revealed once again, with children of all ages wanting to share a bowl of cereal with the master magician.

"If Harry can't make it we hope families are informed and entertained by the special boxes of Lidl cereal, where they can find out about the NSPCC's 'Speak out. Stay safe service along with fun games and activities."

Georgina Hall, from Lidl, added: "We're very proud to be supporting the Speak out. Stay safe service via this promotion and hope that our NSPCC cereal packets provide children across the country with a fun activity to do while they enjoy their Lidl breakfast."

