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Audi close up

A healthy breakfast is the right recipe for success at school: EDEKA, Audi and FCI support school breakfasts

Ingolstadt, April 3, 2019 – Fresh fruit juice, natural yoghurt, healthy wholegrain bread: A balanced breakfast provides the right energy for learning. This is why EDEKA Südbayern (a supermarket chain), Audi and FC Ingolstadt 04 (a professional soccer club) are supporting five secondary schools in the Ingolstadt region in a pilot project to offer free breakfast.

With “Fit for the day – a healthy breakfast at school,” the three partners want to give children and teenagers a successful start to their school day. In doing so, they also attach importance to a sensible diet. EDEKA Südbayern supplies the schools with the necessary ingredients for a healthy breakfast. The breakfast project has been running since March and is initially scheduled to last one year. At present, pupils from Sir-William-Herschel Secondary School in Ingolstadt, Auf der Schanz Secondary School, Gotthold-Ephraim-Lessing Secondary School, Pestalozzistraße Secondary School and Manching Primary and Secondary School are benefiting from the initiative. The support is being provided through the respective school support associations. Norbert Mair, headmaster of Sir-William-Herschel Secondary School, thanked the three companies on behalf of his colleagues: “It is very positive that companies in the region are taking on social responsibility. This project gives children who might otherwise not get breakfast a good start to the day, thus promoting more equal opportunities.”

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