

Kettle Korn LUNCH TREAT

There's nothing, or perhaps everything, corny about the magnanimous gesture of one New Zealand snack company.

With thousands of Kiwi kids going to school without lunch every day, New Zealand Kettle Korn has popped up as an official partner of the Eat My Lunch schools programme to feed hungry youngsters.

Setting a goal to donate 100,000 bags of Kettle Korn to children in low decile schools, the principle is simple, for every bag of Kettle Korn someone 'Buys', the company will 'Give' another to Eat My Lunch which is based on a similar principle – for every lunch someone 'Buys', Eat My Lunch, which is co-run by award-winning chef Michael Meredith, 'Gives' another to a hungry, local child in a low decile school.

In just over one year, Eat My Lunch has 'Given' more than 180,000



lunches to children in 34 schools and counting.

As an official partner, NZ Kettle Korn has also committed to donating \$20,000 a year, which provides 4000 extra lunches.

This has allowed Eat My Lunch to take another school off the waiting list and add them to the programme.

Additionally NZ Kettle Korn provides thousands of bags of extra product every month so all children in the lunch programme regularly receive it at school.

Eat My Lunch co-founders Michael Meredith and Lisa King say kids love having popcorn in their lunches.

"It's one of their favourite snacks! Some have never had Kettle Korn before so it's been a real treat".

NZ Kettle Korn director, Michael Howe says the company wanted to do something that made a real, tangible difference to a child's lunch and life.

"And, I think we've achieved this with our supporters' bag and hopeful long-term partnership."