

magic
breakfast
fuel for learning



Magic Breakfast Products - Ingredients, Allergens and Nutritional Information

Magic Breakfast's Vision

That no child or young person in the
UK is too hungry to learn

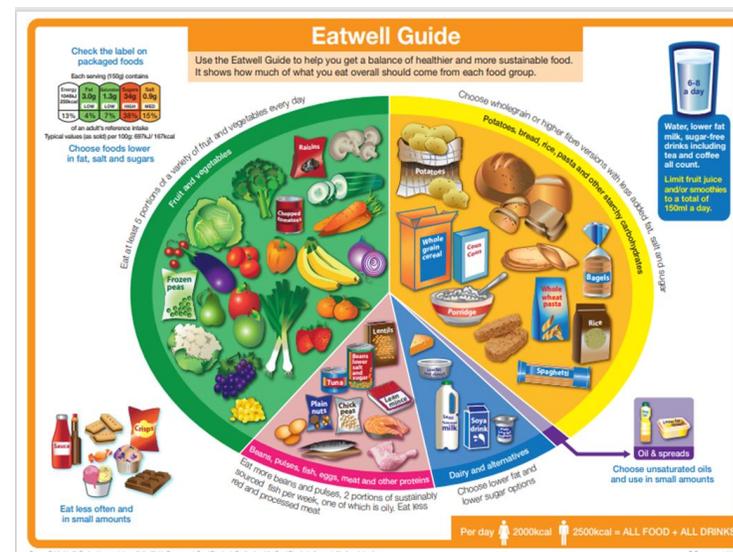
Ingredients, Allergens and Nutritional Information Contents

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Ingredients, Allergens and Nutritional Information Introduction

Magic Breakfast are committed to providing a nutritionally balanced breakfast at the start of the school day, using the NHS's Eatwell Guide as a reference to help us and school Breakfast Clubs provide a variety of offer across the school week.

Through the introduction of our *Magic Menu* we aim to provide products that reflect the categories below.



Starchy carbs:

- Warburtons Half and Half bread
- NYBC bagels
- Crumpets
- Cereals
- Quaker porridge oats and OSS sachets

Dairy and alternatives:

- Arla Cravendale Semi-Skimmed Milk (*not currently available to all schools*)

Proteins:

- *Heinz No Added Sugar Beans*

Fruit and vegetables:

- *Trial scheduled for autumn term 2023-24*

Ingredients, Allergens and Nutritional Information Introduction

In the following pages we provide a list of ingredients, allergens, nutritional and advisory guidance relating to all Magic Breakfast sourced food supplied to your school.

Ingredients, allergens and nutritional information will be listed in the new *Magic Menu* categories:

- **Bakery**
- **Cereal**
- **Porridge**
- **Instant Porridge**
- **Beans**
- **Eggs**
- **Milk**

We will update this document when we introduce new items, guidance changes, or if food manufacturers adjust product ingredients.

Natasha's Law: Allergen Labelling Requirements in Schools

Natasha's Law came into force in October 2021, changing the requirements for labelling of food items served in a variety of settings, including schools. Natasha's Law requires that any food that is classified as Pre-Packed for Direct Sale (PPDS) be labelled with a full ingredients list and allergens highlighted in bold. PPDS means food that is packaged at the same place it is offered to consumers, even if it is offered free of charge.

If it is offered in a public space for people to consume, and is packaged as below, it must be labelled clearly:

- **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 to the final consumer**

For more information on **Natasha's Law** and how we apply it to our products see page 34

Ingredients, Allergens and Nutritional Information Guidance Key

What do the colour codes mean?

Nutritional information is given using the UK Government's food labelling guidance, Schools Food Standards (SFS) and Nutritional Requirements for Healthy Eating in Schools (Scotland) Regulations 2020

Key information is given for the amount of fat, sugar and salt per 100g, and is colour coded in the following pages coded (as below) as a visual guide, and for ease of use.

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 per 100g) have also been highlighted in green text to highlight higher fibre options. For more details on fibre and portion size please see **Magic Breakfast Portion Size Guide**.

Bakery

Ingredients, Allergens and Nutritional Information - Bakery

Warburtons half and half ®

Ingredients:

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).

Allergen Information:

Contains **Barley (gluten), Wheat (gluten) Soya flour.** Produced in a bakery that uses sesame seeds and milk.

Additional Information:



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		

Ingredients, Allergens and Nutritional Information - Bakery

New York Bakery Co ® Original Bagels (Added Fibre)			
<p>Ingredients: Wheat Flour (Wheat Flour, 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: Suitable for Vegetarians and Vegans Free from artificial colours and flavours. Made on a nut-free site.</p>			
Nutritional Profile	Per 100g	Per 85g serving (whole bagel)*	% RI per serving
Energy	259 Kcal	220 Kcal	
Fat	1.2g	1g	
Saturated Fat	0.2g	0.2g	
Carbohydrates	50.2g	42.7g	
Sugar	5.3g	4.5g	
Fibre	3.8g	3.3g	
Protein	9.8g	8.4g	
Salt	0.8g	0.7g	
*This is the manufacturer's suggested serving size (not by age).			
Primary		Secondary	
50g – 70g		80g – 100g	

Ingredients, Allergens and Nutritional Information - Bakery

Best of Both Giant Crumpets ®			
<p>Ingredients: Wheat Flour (Wheat Flour, Wheat Gluten, Calcium Carbonate, Iron, Niacin, Thiamin), Water, Yeast, Raising Agents: Diphosphates, Potassium Carbonates, Salt, Preservative: Pottassium Sorbate</p> <p>Allergen Information: Contains Wheat Gluten</p> <p>Additional Information:</p>			
Nutritional Profile	Per 100g	Per 100g serving (whole crumpet)*	% RI per serving
Energy	174 Kcal	174 Kcal	
Fat	0.8g	0.8g	
Saturated Fat	0.2g	0.2g	
Carbohydrates	32.5g	32.5g	
Sugar	1.7g	1.7g	
Fibre	3.8g	3.8g	
Protein	7.3g	7.3g	
Salt	1.02g	1.02g	
*This is the manufacturer's suggested serving size (not by age).			
Primary		Secondary	
50g – 70g		80g – 100g	

Cereal

Ingredients, Allergens and Nutritional Information - Cereal

Kellogg's Cornflakes®			
<p>Ingredients: Maize, Barley, Malt extract, Sugar, Salt. Vitamins & Minerals: Niacin, Iron, Vitamin B6, Vitamin B2 (Riboflavin), Vitamin B1 (Thiamin), Folic Acid, Vitamin D, Vitamin B12</p> <p>Allergen Information: Contains Barley (gluten). May contain gluten from other cereals.</p> <p>Additional Information:</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	

Ingredients, Allergens and Nutritional Information - Cereal

Kellogg's Rice Krispies®			
<p>Ingredients: Rice, Sugar, Salt, Barley, Malt extract, Vitamins and Minerals: Niacin, Iron, Riboflavin, Thiamin, Folic Acid, Vitamin D, Vitamin 12</p> <p>Allergen Information: Contains Barley (gluten). May contain gluten from other cereals.</p> <p>Additional Information:</p>			
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 (not by age).			
Primary		Secondary	
30 – 40g		40g – 50g	

Ingredients, Allergens and Nutritional Information - Cereal

Quaker Oat Granola Golden Crunch®

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,

Allergen Information:

Contains **Oat** and **Wheat** flour (gluten). Also may contain traces of nuts and barley.

Additional Information:



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

Ingredients, Allergens and Nutritional Information - Cereal

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:</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 - Cereal

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: Contains Wheat (gluten) and Barley (gluten). Not suitable for Coeliacs.</p> <p>Additional Information:</p>			
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	

Ingredients, Allergens and Nutritional Information - Cereal

Weetabix BranFlakes®

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.,

Allergen Information:

Contains **Wheat (gluten)** and **Barley (gluten)**. Not suitable for **Nut** and **Milk** allergy sufferers, or Coeliacs.

Additional Information:



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. See earlier guance on serving size for very young children			
	Primary		Secondary
	30 – 40g		40g – 50g

Ingredients, Allergens and Nutritional Information - Cereal

Weetabix 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</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>			
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	
*This is the manufacturer's suggested serving size. See earlier guidance on serving size for very young children.			
Primary		Secondary	
30 – 40g		40g – 50g	

Ingredients, Allergens and Nutritional Information - Cereal

Weetabix Weetaflakes®			
<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>			
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	

Ingredients, Allergens and Nutritional Information - Cereal

Nestle ® Harvest Home ® Cornflakes

Ingredients:

Maize, Sugar, Dextrose, Salt, Vitamins and Minerals (Niacin, Pantothenic Acid, Folic Acid, Vitamin B6, Riboflavin, Iron)

Allergen Information:

Additional Information:

Suitable for people following a gluten-free diet



Nutritional Profile	Per 100g	Per 30g serving*	% RI per serving
Energy	385 kcal	156 kcal	6%
Fat	1.1g	0.3g	<1%
Saturated Fat	0.3g	0.1g	1%
Carbohydrates	85g	25.5g	
Sugars	8.3g	2.5g	3%
Fibre	2.5g	0.75g	
Protein	7.4g	2.2g	
Salt	0.96g	0.29g	5%
*This is the manufacturer's suggested serving size (not by age).			
Primary		Secondary	
30g - 40g		40g - 50g	

Porridge

Ingredients, Allergens and Nutritional Information - Porridge

Quaker® Wholegrain Porridge Oats

Ingredients:

100% Wholegrain Rolled Oats

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.

Additional Information:

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	
Sugars	1.1g	0.4g	<1%
Fibre	9.0g	3.6g	
Protein	11g	4.4g	
Salt	0g	0g	5%
*This is the manufacturer's suggested serving size (not by age).			
Primary		Secondary	
30 – 40g		40g – 50g	

Instant Porridge

Ingredients, Allergens and Nutritional Information – Instant Porridge

Quaker Oat so Simple No Added Sugar Apple ®			
<p>Ingredients: Quaker Wholegrain Rolled Oats (81%), Sweetner (Erythritol), Dried Apple Pieces (4%), Salt, Natural Flavourings.</p> <p>Allergen Information: Contains Oats (gluten). May contain wheat, barley, milk and soya.</p> <p>Additional Information:</p>			
Nutritional Profile	Per 100g	Per 32.5g serving*	% RI per serving **
Energy	376 Kcal	127 Kcal	11%
Fat	6.7g	2.3g	8%
Saturated Fat	1.2g	0.4g	12%
Carbohydrates	66g	22g	
Sugars	4.2g	1.4g	11%
Fibre	7.8g	2.6g	
Protein	9.2g	3.1g	
Salt	0.3g	0.1g	5%
*This is the manufacturer's suggested serving size (not by age).			
Primary		Secondary	
30 – 40g		40g – 50g	
** RI with 180ml of semi skimmed milk			

Ingredients, Allergens and Nutritional Information – Instant Porridge

Quaker Oat so Simple Golden Syrup®

Ingredients:

Quaker Wholegrain Rolled **Oats** (80%), Sugar, Natural Flavouring, Salt.

Allergen Information:

Contains Oats (**gluten**). May contain wheat, barley, milk and soya.

Additional Information:



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				

Ingredients, Allergens and Nutritional Information – Instant Porridge

Quaker Oat so Simple No Added Sugar Strawberry ®			
<p>Ingredients: Quaker Wholegrain Rolled Oats (86%), Sweetener (Erythritol), Dried</p> <p>Allergen Information: Contains Oats (gluten). May contain wheat, barley, milk and soya.</p> <p>Additional Information:</p>			
Nutritional Profile	Per 100g	Per 32.5g serving*	% RI per serving **
Energy	373 Kcal	121 Kcal	10%
Fat	7g	2.3g	8%
Saturated Fat	1.3g	0.4g	
Carbohydrates	64g	21g	10%
Sugars	2.0g	0.7g	
Fibre	8.1g	2.6g	
Protein	9.6g	3.1g	
Salt	0.31g	0.1g	5%
*This is the manufacturer's suggested serving size (not by age).			
Primary		Secondary	
30 – 40g		40g – 50g	
** RI with 180ml of semi skimmed milk			

Beans

Ingredients, Allergens and Nutritional Information – Beans

Heinz No Added Sugar Banz [®]			
<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>			
Nutritional Profile	Per 100g	Per 208g (half a can) serving*	% 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%
*This is the manufacturer's suggested serving size (not by age)			
Primary		Secondary	
50-70g (1-2 tbsp) per serving		90-100g (3-4 tbsp) per serving	

Milk

Ingredients, Allergens and Nutritional Information – Milk

Arla Cravendale Fresher For Longer Semi-Skimmed Milk ®			
<p>Ingredients: Milk</p> <p>Allergen Information: Contains Lactose and Milk.</p> <p>Additional Information:</p>			
Nutritional Profile	Per 100ml	Per 250g serving*	% RI per serving
Energy	49 kcal	123 kcal	
Fat	1.7g	2.5g	
Saturated Fat	1.0g	2.5g	
Carbohydrates	4.8g	12g	
Sugar	4.8g	12g	
Fibre			
Protein	3.6g	9.0g	
Salt	0.1g	0.25g	
*This is the manufacturer's suggested serving size (not by age).			
Primary		Secondary	
200ml as a drink/125 ml on cereal		250ml as a drink/125 ml on cereal	

Eggs

Ingredients, Allergens and Nutritional Information – Eggs

The Happy Egg Co ® 10 Mixed Sizes			
<p>Ingredients: 100% Free Range Egg</p> <p>Allergen Information: Eggs</p> <p>Additional Information:</p>			
Nutritional Profile	Per 100g	Per Average 2 mixed egg serving*	% RI per serving
Energy	131 Kcal	114 kcal	
Fat	9.0g	7.8g	
Saturated Fat	2.5g	2.2g	
Carbohydrates	<0.5g	<0.5g	
Sugar	<0.5g	<0.5g	
Fibre			
Protein	12.6g	11.0g	
Salt	0.385g	0.34g	
*This is the manufacturer's suggested serving size (not by age)			
Primary		Secondary	
1 egg per serving		1-2 eggs per serving	

Natasha's Law: Changes to Allergen Labelling Requirement in Schools – Further Guidance

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

Natasha's Law: Changes to Allergen Labelling Requirement in Schools – Further Guidance contd 1.

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.

Natasha's Law: Changes to Allergen Labelling Requirement in Schools – Further Guidance contd 2.

Common FAQ's regarding PPDS food labelling in schools

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

magic
breakfast
fuel for learning



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