Meijer Lowers Prices by Up to 50% on Back-to-School Breakfast and Lunch Favorites

Retailer offering discounts on more than 75 grocery items to help families start the new school year right

GRAND RAPIDS, Mich., Aug. 12, 2025 /PRNewswire/ -- Meijer is dropping prices by up to 50% on popular grocery essentials this fall to help families adjust to the busier mornings and packed lunches that come with a new school year. Items included in the promotion include Meijer brand food and drinks families need for the school year: instant oatmeal, peanut butter and jelly, bread, cereal, fruit snacks, granola bars, and more.

"Costs add up quickly as parents adjust their grocery list for the school season, so we're stepping up to help families save money on every meal to help fuel kids' learning," said Calli Schmid, Vice President of Grocery for Meijer. "As a family-owned company, we know the first month of school can be a tough time for both kids and parents. So, just like we helped families celebrate summer with great deals, we're doing the same for back to school."

Discounted prices are valid through September 30. A few of the items included in the promotion include:

- Meijer Instant Oatmeal (10-pack): $1.79
- Meijer Complete Pancake Mix: $1.79
- Meijer Syrup: $1.79
- Meijer White or Whole Wheat Round-Top Bread: $1.39
- Meijer Creamy or Crunchy Peanut Butter (16 oz.) $1.39
- Meijer Strawberry Preserves (18 oz.): $1.39
- Meijer Yogurt Tubes (8-count): $1.49
- Meijer Granola Bars (6 count): $1.79
- Meijer Chicken Nuggets or Chicken Fries: $4.49
- Meijer Shells n' Cheese (8-count): $5.49

For additional savings, Meijer customers can use mPerks, the Meijer app that allows customers to earn points on every dollar spent. These points can be redeemed for in-store coupons or used for additional savings on fuel at Meijer Express gas stations. Additionally, the mPerks program allows customers to earn savings on the products they purchase most in the "hand-picked offers" section of coupons in the app. Customers can find all items included in the promotion at meijer.com.

About Meijer: Meijer is a privately owned, family-operated retailer that serves customers at more than 500 supercenters, grocery stores, neighborhood markets, and express locations throughout the Midwest. As the pioneer of the one-stop shopping concept, more than 70,000 Meijer team members work hard to deliver a friendly, seamless in-store and online shopping experience featuring an assortment of fresh foods, high-quality apparel, household essentials, and health and wellness products and services. Meijer is consistently recognized as a Great Place to Work and annually donates at least 6 percent of its profit to strengthen its communities. Additional information on the company can be found by visiting newsroom.meijer.com.

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