

*Breakfast is quickly becoming the most important meal of the day in foodservice. Morning menu items per operator have increased by 3%, while lunch and dinner items have decreased by 3%. See how you can drive traffic, boost sales and make the most out of the booming breakfast daypart.*

THE INSIGHT

SNACKABLE BREAKFAST IS BIG

32% LIKE BREAKFAST AS A MIDMORNING SNACK

**62%** of turkey consumers eat or would consider eating turkey as a midmorning snack

28% LIKE BREAKFAST AS AN AFTERNOON SNACK

**75%** of turkey consumers eat or would consider eating turkey as a midafternoon snack

THE INSIGHT

OFFERING LATE-MORNING OR ALL-DAY BREAKFAST OPTIONS CAN HELP DRIVE TRAFFIC

ALMOST 50% OF DINERS LIKE EATING BREAKFAST PAST THE MORNING HOURS

35% WOULD VISIT A RESTAURANT THEY TYPICALLY DON'T CONSIDER IF IT OFFERED EXTENDED BREAKFAST

THE INSIGHT

BRING LUNCH AND DINNER TO THE MORNING MENU

MORE THAN 25% OF DINERS OVERALL AND 40% OF OLDER MILLENNIALS IN PARTICULAR LIKE TO EAT TRADITIONAL LUNCH OR DINNER DISHES IN THE MORNING

Mash-ups like breakfast ramen, flatbreads and pizza are predicted to be popular in 2018

Bring pizza to the breakfast menu with versatile Turkey Sausage Breakfast Crumbles and Turkey Chorizo Crumbles





THE INSIGHT

BREAKFAST SANDWICHES ARE A MORNING MENU NECESSITY

FROM Q3 2015 TO Q3 2017, SANDWICHES WERE THE MOST POPULAR BREAKFAST ITEMS AT LSRs

**45%** of diners ages 18 to 34 say it's important for breakfast sandwiches, wraps and burritos to be on the menu

THIS GREAT-TASTING SIGNATURE BREAKFAST SANDWICH IS SURE TO BE A MORNING MENU FAVORITE

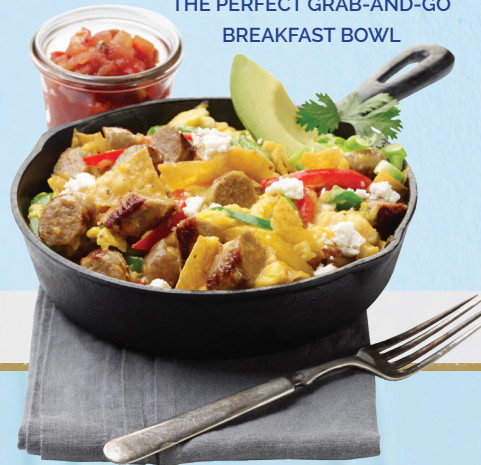


THE INSIGHT

BREAKFAST BOWLS COMBINE FLAVOR AND CONVENIENCE

POTATOES, EGGS AND INGREDIENTS LIKE BACON OR SAUSAGE ARE POPULAR IN BOWLS—32% ARE INTERESTED IN ORDERING THESE

TURKEY SAUSAGE MIGAS MAKE THE PERFECT GRAB-AND-GO BREAKFAST BOWL



THE INSIGHT

TO-GO PACKAGING SHOULD BE A PRIORITY

**33%** of all diners think operators should provide portable packaging for breakfast items

**33%** of diners ages 18 to 34 eat breakfast on the way to their morning destinations

PARTNER WITH A PACKAGING PROVIDER THAT INNOVATES TO MEET CONSUMERS' CHANGING NEEDS

MEET DEMAND FOR HEALTHY

THE INSIGHT

BETTER-FOR-YOU BREAKFAST ITEMS ARE TABLE STAKES

91% OF OPERATORS AGREE THAT HEALTHY OPTIONS HAVE AN IMPACT ON SALES, WITH 43% REPORTING A LARGE IMPACT

THE INSIGHT

HEALTHIER PROTEINS ARE A GOOD PLACE TO START

ABOUT 25% OF DINERS OVERALL AND

**39%** of millennials in particular are looking for more turkey on breakfast menus as a healthier option



**77%** of turkey consumers believe turkey sausage and turkey bacon are healthier than pork sausage and bacon

THE INSIGHT

CONSIDER CLAIMS

56% OF DINERS SAY THEY'RE MORE LIKELY TO BUY A BREAKFAST ITEM LABELED AS HIGH PROTEIN

Other labels that are important to diners at breakfast:

- MADE WITH NO ARTIFICIAL INGREDIENTS
- ALL NATURAL
- PRESERVATIVE FREE



**RISE & SHINE: GET MORE OUT OF THE MORNING MEAL**

**STAND OUT WITH SIGNATURE FLAVORS**

**THE INSIGHT**

**SIGNATURE  
BREAKFAST  
DISHERS ARE KEY**

**36%**

are seeking unique items

The Country Fried Waffler with turkey bacon is a fun way to serve turkey on your morning menu—batter and fry filets in breading with a hint of fresh thyme

**THE INSIGHT**

**ETHNIC ITEMS CAN HELP INCREASE  
CHECK AVERAGES**

**51%** WANT TO SEE MORE  
**ETHNIC FLAVORS ON  
THE BREAKFAST MENU**

**96%** of operators agree  
that ethnic breakfast  
items have an  
impact on sales

Hispanic flavors are heating up as pico de gallo, chorizo and avocado become increasingly popular

**THE INSIGHT**

**BUTTERBALL HAS  
BREAKFAST PRODUCTS  
THAT DRIVE TRAFFIC  
AND INSPIRE  
YOUR CULINARY  
CREATIVITY**

**71%** of diners  
say Butterball is more  
premium than the average  
meat brand

**61%** of turkey  
consumers would be more  
likely to order a turkey dish  
if it were branded Butterball



SERVE WITH CONFIDENCE.®

**THE INSIGHT**

**GIVE DINERS  
THE PERFECT  
COMBINATION OF  
NEW AND FAMILIAR**

TRY ADDING ITEMS THAT  
ARE RECOGNIZABLE TO  
DINERS AND THAT ALIGN  
WITH MORE FAMILIAR  
BREAKFAST FLAVOR  
PROFILES, SUCH AS  
SWEET OR SAVORY

CONSIDER KEEPING  
A SECTION OF THE  
MENU FOR CLASSIC  
FAVORITES THAT APPEAL  
TO DINERS WHO ARE  
LESS ADVENTUROUS

A DISH LIKE THE SUNNYVALE BENEDICT IS A  
MUST-HAVE FOR YOUR MENU

**DON'T FORGET THE MENU STAPLES:  
À LA CARTE BREAKFAST ITEMS  
SUCH AS TURKEY BREAKFAST  
SAUSAGE LINKS OR PREMIUM  
THICK-CUT TURKEY BACON**

PARTNER WITH A TRUSTED BRAND

Technomic Flavor Consumer Trend Report, 2017  
Technomic Breakfast Consumer Trend Report, 2017  
Butterball Proprietary Consumer Research, 2017  
Y&R BrandAsset Valuator, 2016