



WHAT'S FOR BREAKFAST

CURRENT CUSTOMER CRAVINGS

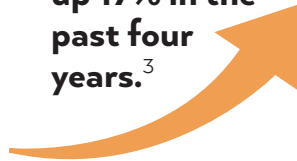
BRUNCH TRENDS

48% of consumers enjoy eating breakfast foods at non-traditional times.¹



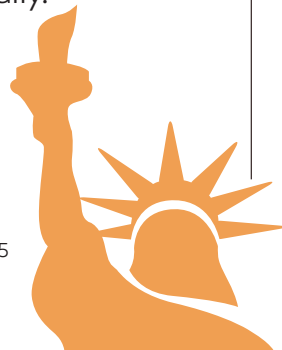
OF CONSUMERS INCREASED THEIR AWAY FROM HOME **BREAKFAST PURCHASES** SINCE LAST YEAR.²

Breakfast or brunch is now menued at **46%** of all casual restaurants, up 17% in the past four years.³



A recent survey revealed that nearly **9 out of 10 consumers** eat brunch at a restaurant at least occasionally.⁴

NYC has the most interest in brunch in the US.⁵



BREAKFAST SAUSAGE TRENDS

The rise of "**All Day Breakfast**" has driven more than half of the volume increase (31/55 MM lbs) in foodservice breakfast sausage.⁶

GUACAMOLE & PICO DE GALLO

are two of the fastest growing ingredients paired with sausage during breakfast, highlighting the growing trend of ethnic breakfast foods.⁷



BREAKFAST SAUSAGE VOLUME GREW 4% SINCE 2015, REACHING 714MM LBS.⁶

Precooked breakfast sausage and patties

have outpaced the growth of the sausage category by 2% over the past 2 years.⁶

Why?

- Breakfast sandwich popularity
- Labor savings.



1 "Boost Your All Day Breakfast Game" Restaurant Business Online. March 2017 <http://www.restaurantbusinessonline.com/resources/brandinsight/boost-your-all-day-breakfast-game>
 2 Winsight Foodservice Handbook, 2016
 3 "Breakfast Beats" American Egg Board. March 2016
 4 "Come For Brunch" Restaurant Business Online. 2017 <http://www.restaurantbusinessonline.com/consumer-trends/come-brunch>
 5 Google Trends 2017
 6 Technomic Volumetric Assessment of Pork in Foodservice: 2017 Update
 7 MenuMonitor, Technomic 2017