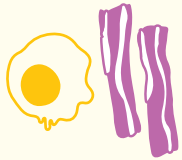




Smart ideas to drive profit

BREAKFAST BRINGS IN BUSINESS

THE CONSUMER



61% of consumers purchase a breakfast food or beverage at a foodservice location at least once a week



41% of consumers enjoy breakfast at non-traditional times



63% of millennials find ethnic breakfast dishes appealing

MENU & FLAVOR



Breakfast has continued to grow over the past 10 years—now featured on **25%** of menus



McDonald's stock price was up **14%** one year after launching all-day breakfast



Top breakfast foods of interest:
Breakfast Burrito 62%
Breakfast Taco 52%
Breakfast Pizza 49%

FEATURED RECIPES



Fresh Cucumber & Tomato Vodka Cooler
A refreshing light brunch drink that gets its flavor from California tomatoes and real-sugar ketchup.

[Get Recipe »](#)



Ketchup Biscuit
A flaky drop biscuit with sweet ketchup flavor and pockets of butter ketchup melting through it.

[Get Recipe »](#)



Huevos Buffalo Skillet Platter
Home-fried potatoes and eggs covered with pico de gallo, hot sauce, cheese and crispy jalapeños.

[Get Recipe »](#)

[FIND MORE BREAKFAST RECIPES »](#)

Sources:
Technomic Smucker's Foodservice Breakfast Millennials, 2017
Technomic Data Digest 2016
Datassential's IFMA Foodservice Landscape 2016/2017
Datassential w Keynote – Breakfast 2016

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