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BREAKFAST BEAT

Vol. 04 • March 2010 / An Official Newsletter of the American Egg Board

Breakfast: It's What's for Lunch and Dinner!

Approximately 1/3 of consumers say they'd like to see Quick Service Restaurants (QSRs) offer breakfast throughout the day, and 35% would likely order breakfast during non-traditional breakfast hours.⁽¹⁾ Clearly, all-day breakfast offers potential growth for your business.

Some QSRs like Jack-in-the-Box and Dunkin' Donuts are already providing breakfast all-day but if making the leap is operationally problematic, there are other ways to offer breakfast items during non-traditional hours:

- Extend current hours of breakfast service, especially on weekends when people tend to eat breakfast later.
- Create heartier presentations of breakfast standbys for lunch/dinner – e.g. biscuit sandwiches made with burger or chicken topped with eggs, cheese and onions, accompanied by hash browns or fries.
- Offer lunch/dinner items made with “breakfast” ingredients – e.g. egg and cheese sandwiches made with tomato, onion and peppers, or burritos of egg, ground beef, potatoes and onions.

Comfort food is right, dawn through night!



DID YOU KNOW?

- Eggs are all-natural and provide one of the highest quality proteins of any food.
- One large egg has only 70 calories and provides more than 6 grams of protein or 13% of the recommended Daily Value (DV).
- One egg has 13 essential vitamins and minerals in varying amounts. These nutrients are largely found in the yolk. Most of the fat in an egg is unsaturated, about 2.6 grams.

Leaders Discuss QSR Breakfast



In November 2009, the American Egg Board partnered with *QSR* magazine to host a discussion of QSR breakfast issues and trends. Warren Solochek of The NPD Group and Stan Frankenthaler, Dunkin' Donuts' executive chef and director of culinary development, discussed topics including c-store competition, menu innovation, technology and promotion. Highlights and selected audio are available at: www.aeb.org/trends-and-insights

“I think that competition is a great thing for growing your business. I think that it not only draws more attention and more customers to the daypart, but really a good sense of healthy competition drives innovation, drives consistency, drives a high level of execution. It is all the things that customers want.”

(Stan Frankenthaler, executive chef and director of culinary development, Dunkin' Donuts)

Everything Old Is New Again

The toughest thing about being innovative with breakfast sandwiches is that customers love them in their most basic of combinations: egg, cheese, meat and a bread-type carrier. Eggs are a given, but whether they're accompanied by Gouda and ham or feta and

spinach, they are likely to be delivered on/in a biscuit, croissant, English muffin or wrap. Diners can't seem to get enough of them.

The challenge is to recreate the well-known and well-loved comfort food in a new way. For example, the Ham Omelet Sandwich with a honey butter sauce from Burger King.



Breakfast Sandwich Fast Facts

- We love our eggs and bacon on-the-go – 77% of consumers say they purchase breakfast sandwiches either sometimes or often on weekdays.⁽¹⁾
- Hardee's developed a breakfast sandwich on made-from-scratch biscuits in 1978.
- McDonald's, the industry leader in breakfast sandwiches, has been making its Egg McMuffin sandwiches since 1972.
- Burger King introduced its Croissan'wich in 1983.
- Biscuits are the number one carrier of QSR breakfast sandwiches across the country, with servings up 1% for year ending November 2009.⁽²⁾
- Breakfast sandwich servings continue to grow, up 3% for the year end November 2009.⁽²⁾

Innovation Stations

Fast-casual chains are adding new items to their breakfast menus faster than any other segment.⁽¹⁾ QSRs have been taking the increased competition seriously by developing items to create excitement and pique interest from both existing and potential customers.

Innovation is taking many forms, including signature sauces, intriguing ingredients, and ethnic products and flavors. Any innovation offers a great opportunity for PR, which then creates interest leading to sales.

Using upscale ingredients like applewood-smoked bacon or hickory ham elevates QSR menus – doesn't a Peppered Bacon Scramble Wrap sound more exciting than an Egg & Bacon Sandwich?



Other buzz-producing innovation examples:

- **Signature sauces** – Burger King's Cheesy Bacon BK Wrapper of egg, bacon and hashed browns garnished with smoky cheese sauce
- **Upscale ingredients** – Starbucks' Egg Frittata with bacon and Gouda cheese on an artisan roll
- **Ethnic-inspirations** – Western Bagel Sandwich at Bruegger's, spiced up with chipotle sauce
- **Vegetarian plus** – Cosi's Veggie Quiche made with eggs, tomatoes, roasted red peppers, green onions and Mozzarella cheese

Focusing on innovation has helped QSRs weather the economic downturn better than other segments and will also help maintain customer loyalty as the economy improves.



Who ISN'T Knocking Down Your Doors?

Fifty-nine percent of consumers say they skip breakfast at least once each week, 28% skip it 2-4 times, and 47% say the cause is a lack of time.⁽¹⁾

We have just one

question – haven't these people heard of your drive-thru?

Sure, many consumers eat breakfast at home, but despite the fact that 60% of

people feel skipping is unhealthy, there are millions of hungry people who could be using your drive-thru 1-4 times each week. Let them know you're waiting to feed them.

Keep in mind:

- 58% of those picking up breakfast want to eat their meal in transit⁽¹⁾ so make sure your items are created and packaged to facilitate this.
- Dealing is of increasing importance at breakfast; combos, BOGOs, free coffee on Tuesdays – all will increase business and loyalty.
- Use beverages to snag add-on sales of

food – e.g. those coming for free coffee before 9:00 am will often add a breakfast sandwich.

- Breakfast is the most habitual meal – if your message and promos can get them into your drive-thru, value and convenience will likely keep them coming back.
- Items that are nutrient-dense signal value – the protein in an egg sandwich or serving of vegetables in your veggie-egg wrap may be selling points.

Focus on convenience, taste and value, and feed those hungry breakfast skippers!

Beat THAT!

There were nearly 1.4 billion more servings of egg-related items sold at QSR in 2009 compared to 2001.⁽²⁾

Egg-related servings increased by 22% at QSR when comparing the year ending in November 2005 and the one ending in November 2009.⁽²⁾

Egg dishes are the #1 item ordered for breakfast on weekends, with 82% of consumers ordering them sometimes, often or always.⁽¹⁾



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American Egg Board
aeb.org/foodservice

For more recipes and information go to....

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SOURCES

1. Technomic, "Breakfast Consumer Trend Report" 2009
2. The NPD Group / CREST®, year ending November 2009