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BREAKFAST BEAT

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Location, Location, Location



A traditionally “good location” can mean the difference between success and struggling to stay afloat. But sometimes, especially with the popularity of the breakfast daypart, being in unexpected locations can be a surprisingly good strategy, and more and more chains are banking, quite literally, on that premise.

Let’s look at some developing examples:

- **Dunkin’ Donuts** - in 500+ nontraditional locations, including 90 airport spots, 50+ train and bus terminals, and many travel centers on highways across the country

- **Seattle’s Best** - in Chevron Extramile stores, medical centers, airports, and college campuses
- **Huddle House** - recently signed a multiunit franchise agreement with CEFCO Convenience Stores
- **Bruegger’s Bagels** - beginning to open dual-branded locations with Jamba Juice
- **Starbucks** - the full range of Starbucks’ coffees, teas, and espresso-based drinks are now served at **Crumbs Bake Shops**

DID YOU KNOW?

- Check out our beautiful recipe collection at IncredibleEgg.org/recipes for fast and easy egg recipes. Get more egg recipes and nutrition information by “Liking” the Incredible Edible Egg on Facebook, following @IncredibleEggs on Twitter, or visiting the Pinterest page.
- Protein at all meals, especially breakfast, will be on the increase in 2013. Consumers perceive protein, found in foods like yogurt and eggs, to be the secret to satiety, energy, and weight management. (Hartman Group; Ideas in Food 2013)
- Cloudy with a Chance of Vitamin D! For much of the country, winter brings the year’s coldest temperatures, shortest days and least amount of sunshine – the body’s chief source of vitamin D. Eggs are one of the few foods that naturally contain vitamin D and with 64 percent more vitamin D, eggs are a natural way to get this important sunshine vitamin during winter months.

Morning Spice

The National Restaurant Association (NRA) recently surveyed 1800+ American Culinary Federation (ACF) chefs to determine the hottest trends on restaurant menus for 2013. Showcasing the continuing growth of breakfast, it’s easy to see why one of those top trends is ethnic-inspired breakfast items.

Recent on-trend examples:

- **Italian Breakfast Burrito** - scrambled eggs, sausage, hash browns, mozzarella, onions, peppers, and tangy marinara sauce (Burger King)
- **Smoked Chipotle Breakfast Burrito** - sirloin steak, fluffy eggs, smoked chipotle sauce, jalapeños, grilled onions, golden tots, and Cheddar cheese (Sonic)
- **Bayou Andouille Sausage and Egg Sandwich** - Andouille sausage, eggs, and sliced Cheddar cheese melted over a hot ciabatta roll (Coffee Beanery)



- **Santa Fe Bagel** - egg, sausage and jalapeño cream cheese served on a plain bagel (Bruegger’s Bagels)
- **Ham & Gruyère Breakfast Sandwich** - eggs, smoked ham, Gruyère and Vermont white Cheddar cheeses, and sun-dried tomato ale mustard (Panera Bread)

Further supporting the concept, in the past four years menu mentions of frittatas went up 31%, while both huevos rancheros and burritos increased by 11%.⁽¹⁾

Notable Chain Activities

- The Western Egg and Cheese sub (egg omelet, Black Forest Ham, peppers, onions and melted cheese) was **Subway’s** featured \$5 Footlong special in December.
- **Good Times Burgers & Frozen Custard** entered the breakfast daypart with Good Times Breakfast Burritos in November. The items are made with scrambled eggs, spicy

green chile, shredded cheese, home-style potatoes and a choice of bacon, chorizo or sausage.

- **TCBY** is planning a flagship store to test a fresh yogurt bar featuring both Greek and traditional yogurt where guests may add their own toppings. Earlier hours will be tested to evaluate the chain’s entry into breakfast.

Recent Breakfast Additions

- **Caribou Coffee** - Spinach, Egg & Swiss Mini breakfast sandwich is made with eggs, Swiss cheese and spinach cream cheese spread on a ciabatta roll.
- **Eat n' Park** - Sunrise Breakfast Wrap features two scrambled eggs, two slices of American cheese, lettuce, tomato and crispy bacon.
- **Jack in the Box** - Loaded Breakfast Sandwich includes two fried eggs, and two slices of American cheese, bacon, ham and sausage on grilled sourdough bread.

- **Panera Bread** - Sausage & Gouda Breakfast Sandwich is a savory egg mixture with sausage and smoked Gouda, baked in sweet croissant dough.



- **Denny's** - Hobbit Hole Breakfast is two eggs fried into the center of grilled Cheddar bun halves, served with bacon strips and hash browns topped with shredded Cheddar and bacon.

Daypart Envy?

The flip side of having burgers and eggs for dinner is having them for breakfast!

- **Steak 'n Egg Bagel** made of steak, sautéed onions, cheese, a folded egg and barbeque-type sauce. (McDonald's, Canada)
- **Open-Faced Breakfast Burger** served on cinnamon-raisin French toast, topped with Canadian and applewood bacon, maple syrup, sharp Cheddar, and a sunny-side-up egg. (Grange Hall Burger Bar, Chicago)
- **The Good Morning Burger** is made of a beef and chorizo mixture, stuffed with American cheese and onions and topped with a fried egg and grilled ham. (The Nook, Saint Paul)
- **Ribeye Steak, Egg & Cheese** includes a folded egg and melted Swiss cheese on a buttermilk biscuit. (Hardee's)

Data Digest

- 53% of consumers surveyed believe breakfast foods served at restaurants taste better than foods available at grocery stores. ⁽²⁾
- QSR share of breakfast has increased over the past five years by 8%, with nearly 85% of all breakfasts eaten away from home consumed at QSR. ⁽³⁾
- 23% of people with no children under the age of 18 say that all-day breakfast is a major reason they come to family restaurants, while only 14% of people with kids under 18 say the same thing. ⁽⁴⁾
- The number of breakfast sandwiches menued by US coffeehouses and donut shops rose 38% between Q2 2009 and Q2 2012. ⁽⁵⁾
- Between Q3 2011 and Q3 2012 the number of QSR menu items including whole eggs increased by 15.5%. ⁽⁶⁾
- The number of breakfast wraps menued at QSR rose 38.9% between Q3 2011 and Q3 2012. ⁽⁶⁾



Weekend Sales Expansion

As foodservice breakfast sales keep growing and new chains continue to add the daypart, innovative chains are taking the next logical step and adding brunch programs.

Brunch tends to be a weekend affair, when consumers look for a different experience than during their harried weekdays.

They want more indulgent foods and more leisure, with more time to sit and linger with friends or families. And while hotels and fine dining used to be the only expected providers of such meals, things have changed.

Concepts as diverse as Bravo! Cucina Italiana, Ruby Tuesday and Florida-based Salsa Fiesta now offer weekend brunch. And First Watch, the multi-state 103-unit chain, continues to grow by daily menuing nothing but breakfast, brunch and lunch.

Considering brunch? Take a tip from operators of successful programs:

- Market to the community.
- Build desire for the new daypart.
- Change guests' perception of your brand.



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SOURCES

1. Datassential MenuTrends, 2012
2. Mintel, reported in QSR Magazine
3. The NPD Group/CREST®, year ending August 2012
4. Mintel - Family Midscale Restaurants - November 2012
5. Mintel's Coffeehouses and Donut Shops—U.S., October 2012
6. Mintel Menu Insights