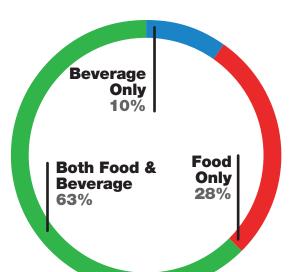
#### **Consumer Trend Reports**

# **Breakfast**

Breakfast remains a key component of everyday life, but the breakfast landscape is shifting. Even as consumers' attitudes toward the necessity of breakfast changes, opportunities grow for away-from-home breakfast orders. Understand the opportunities and challenges for the breakfast daypart and breakfast dishes throughout the day with the 2017 Breakfast Consumer *Trend Report.* Drive growth by leveraging key industry and menu trend analysis along with actionable data from more than 1,500 consumers.

## **Breakfast Components**



## **Average Number of** Breakfasts per week

**1.2 3.5 2.3** Away from Home

At Home Skipped

#### **Outlook Trends**

#### " "It's Important that Restaurants Offer Agree and Agree Completely Hot/Iced **55% Brewed Coffee Breakfast Items on** 48% Value/Dollar Menu **Breakfast Sandwiches/** 39% **Wraps/Burritos**



kolachefactorystl Steak and Eggs!

#Kolachefactorystl #stl #stlouis #bakery #breakfast #lunch #kolache #stlouisgram #bakedgoodness #pastry #catering #foodie #feastgram #stlbaker #madefromscratch #locallyownedandoperated #stlouisbaker @kolachefactorystl #kolaches #brentwood

#steakandegg

#### More P.M. **Influences** on A.M. **Menus**

#### **Premium-izing** with Beef

Pictured Left: Kolache Factory's Steak and Eggs kolache

Photo from Instagram: @kolachefactorystl

### Second **Breakfast**