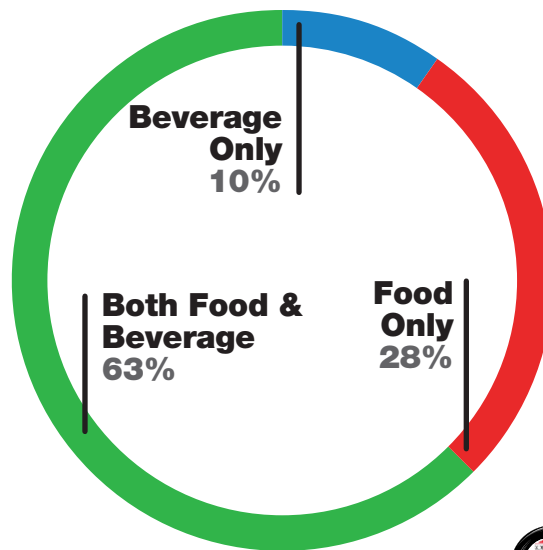


# Breakfast

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



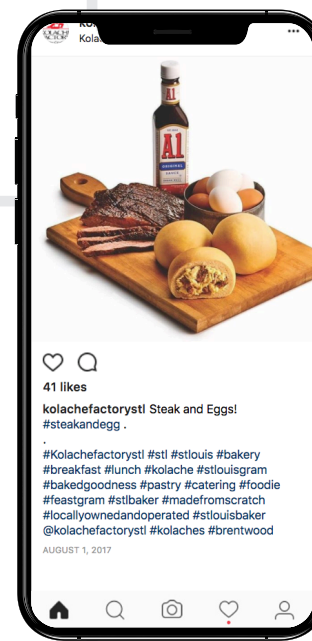
## Average Number of Breakfasts per week

<b>1.2</b>	<b>3.5</b>	<b>2.3</b>
Away from Home	At Home	Skipped

## Outlook Trends

“It’s Important that Restaurants Offer \_\_\_\_\_”

Agree and Agree Completely



**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**