

What's New on Menus



Overloaded Brunch Platter[■]

6 oz. USDA sirloin, two eggs, three slices of Applewood smoked bacon, and a half waffle, served with seasoned brunch potatoes. Any egg dish available with egg whites.



Loaded Breakfast Sandwich[■]

Great for breakfast, or brunch, or brinner.



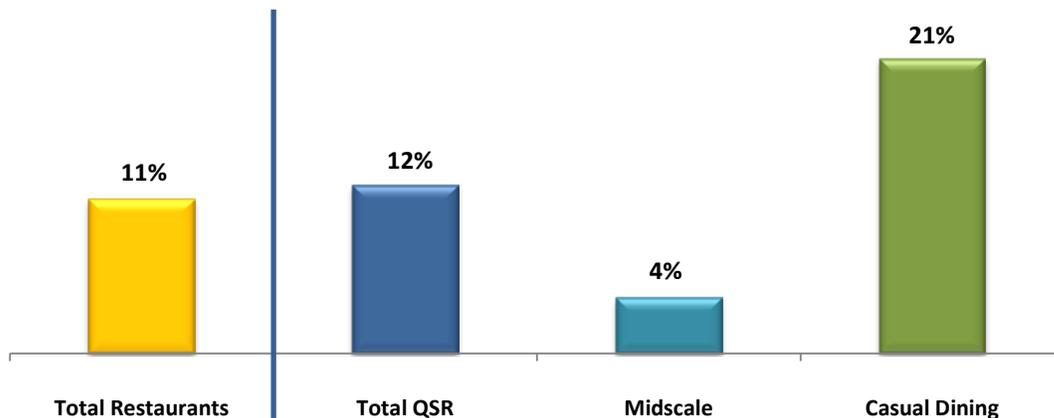
Eggs Benedict Breakfast Sandwich[†]

Brunch classic with black forest ham, egg and the creamy, lemony flavor of hollandaise on an English Muffin. Sure to satisfy your biggest breakfast craving. LTO – March 2014

Brunch continues to “Rise & Shine”!

Brunch traffic grew across all industry segments...especially Casual Dining, up 21%

Brunch Daypart Growth by Segments vs. YR Ago – YE Feb '15*



Consumer Highlights

- More and more consumer are seeking Brunch options (especially on the weekends) and turning away from more expensive lunch & dinner menus.
- Nearly one in four (23%) consumers look for restaurants not to rush them[†], using this time to socialize with family and friends and a comfortable relaxing atmosphere.
- During this daypart, many consumers still seek comfort and convenience. Both breakfast sandwiches and breakfast wraps/burritos have grown in importance on menus.*

Top Ten Breakfast Foods at Brunch

YE Feb '15* - Legend: **Green** indicates order growth

Rank	QSR	FSR
1	Breakfast Sandwiches	Eggs/Omelets
2	Bagels	Bacon
3	Donuts	Hash Browns/Homefries
4	Hash Browns/Homefries	Pancakes
5	Fruit	Sausage
6	Breakfast Wrap/Burrito	Fruit
7	Eggs/Omelets	French Toast
8	Biscuits	Ham
9	Main Dish Salads	Biscuits & Gravy
10	Bacon	Waffles

Menu Highlights

Operators across multiple segments are taking notice of the Brunch opportunity and potential:

- Dining services at *Harvard University* is serving a Full Brunch at one of their major dining hall as well as nearly all of the upperclassmen houses.[‡]
- *McDonald's* has even applied to trademark the term “McBrunch” in July 2014 – A move that could indicate plans to boost late-morning business on the weekends.[‡]

Menu Inspiration

To find innovative recipes to meet this growing consumer demand and capture their attention...

- Be sure to visit and for on trend menu inspiration!

Sources: [■]Datassential Menu Trends Insider 2014; [▶]Datassential Keynote Breakfast Report, July 2014; ^{*}NPD Crest YE Feb '15; [†]Mintel, Breakfast Restaurant Trends, January 2015; [‡]Technomic News 2014; ^{*}Current Website