

What's on Menu

Here are the latest Breakfast Sandwiches introduced:



Avocado & Spinach Breakfast Power Flat▶

New Item – January 2015

Made to order with scrambled eggs or egg whites, sliced avocado, spinach, and white cheddar cheese on a grilled multigrain flatbread. Available at select locations. Only 350 calories.



Turkey Sausage & Egg White Flatbread▶

LTO Item – January 2015

Egg whites, turkey sausage, spinach, and cheddar on whole grain flatbread.



Egg & Cheese Waffle Sandwich▶

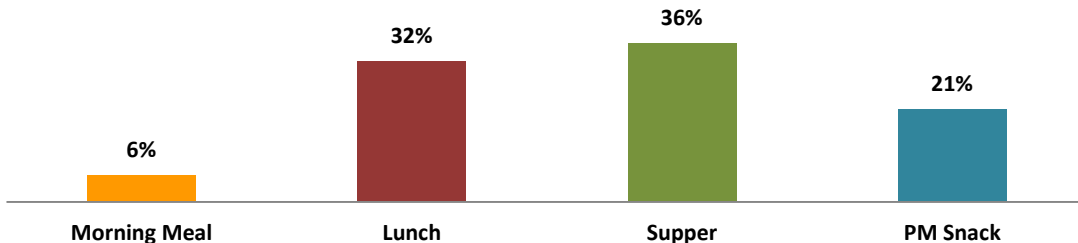
New Item – December 2014

Egg and choice of pepper ham, hot sausage or breaded chicken fillet with pickle chips are topped with American cheese and honey mustard between two waffles.

Breakfast Sandwiches...NOT just for Breakfast Anymore!

Consumers are ordering more Breakfast Sandwiches for breakfast and beyond*

Since 2010, Breakfast Sandwich growth by Daypart – YE Dec '14



Menu Highlights

Breakfast Sandwiches are the most popular handheld breakfast food with 61% menu penetration and 5% penetration growth since 2010. ▶

- Overall, the Top 3 ingredients in breakfast sandwiches are Eggs (76%), Bacon (60%), and Cheese (76%).
- Increasingly, Egg Whites are appearing in Breakfast Sandwiches – With 17% menu penetration growth since last year and 162% since 2010.

Consumer Highlights

Breakfast Sandwiches top the list of most ordered breakfast foods in all regions of the U.S. ◊

- Not surprisingly, consumer preferences around breakfast sandwich ingredients do vary somewhat by region. The table below shows top 3 preferred ingredients for each component by geography.

Consumer Preferences: Breakfast Sandwich Ingredients by Region
By Component for each U.S. Census Regions*

Region	Carriers	Cheeses	Sauces/Flavors
Northeast	Bagel	Cheddar	Maple Syrup
	Croissant	American	Salsa
	English Muffin	Swiss	Hot Sauce
Midwest	Biscuit	Cheddar	Salsa
	English Muffin	American	Maple Syrup
	Croissant	Swiss	Gravy
South	Biscuit	Cheddar	Gravy
	Croissant	American	Maple Syrup
	Bagel	Swiss	Salsa/Cheese Sauce
West	Croissant	Cheddar	Salsa
	Biscuit	American	Gravy
	Bagel/English Muffin	Swiss	Maple Syrup/Cheese Sauce or Honey Mustard

Menu inspiration

For on-trend breakfast sandwich recipes to keep your customers satisfied and coming back,

check out and !

▶ Datassential Menu Trends, July 2014; ◊ Website; *The NPD Group, CREST YE Dec 2014, *Mintel Breakfast Restaurant Trends Report, January 2015