

WHAT'S ON MENUS



Royale Steakburger®♦

A **fried egg** tops a double Steakburger with American cheese, Applewood smoked bacon, lettuce, tomato and mayo. Served with a choice of hash browns or crispy fries.



Barnyard Burger♦

Patty topped with a **fried egg**, bacon, Cheddar cheese and secret sauce, served on an Asian Parmesan bagel. **Served All Day**

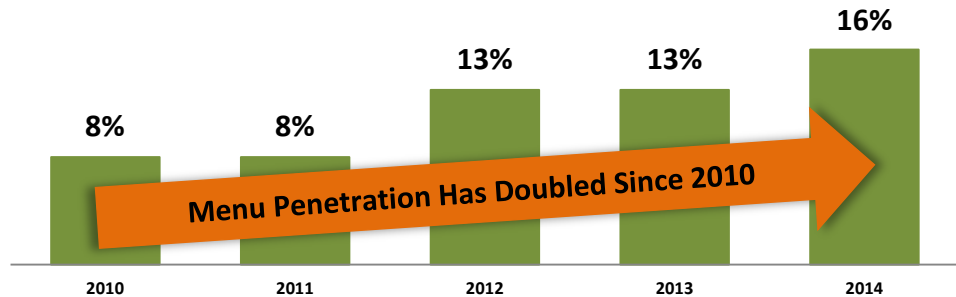


Country Breakfast Burger♦

Fried Egg topped with cheddar cheese on a beef steak burger all on a cheddar cheese biscuit.

BURGERS TOPPED WITH FRIED EGG ARE BREAKING INTO BREAKFAST

Menu Penetration of Breakfast Burgers with Fried Egg (% of Operators Featuring)



MENU HIGHLIGHTS

Fried Eggs on Burgers are growing strongly on breakfast menus...doubling in menu penetration since 2010. †

- Burgers topped with a Fried Egg are breaking their way onto breakfast menus across all segments of the restaurant industry.
- **They are especially strong at Quick Service**, with about 25% of QSR operators now offering this menu option.

% of Restaurants by Segment menuing Burgers at Breakfast featuring Fried Eggs in 2014

QSR	Midscale	Casual	Fine Dining
25.0%	17.4%	15.6%	10.8%

- **Fried Eggs on burgers boost profits...consumer expect to pay \$1 more for this option.** †
- **Operators are making them very cravable by adding premium ingredients such as...** †
 - Specialty cheeses like aged cheddar, gruyere or pepper jack.
 - Other proteins such as strips of Applewood smoked bacon or pulled pork.
 - Bold sauces or spreads spiced with chipotle and Sriracha.
 - Brioche, ciabatta, Kaiser or Panini as a carrier.

CONSUMER INSIGHTS

What appeals to consumers when it comes to a **Fried Egg**? Consumers want... †

- **Pepper (96%)** in taste and appearance.
- An irregular natural shape (**80%**) with a high degree of **yolk spread (87%)** is a must.
- Pan-fried **browning (90%)** is a visually appealing and important attribute.

MENU INSPIRATION

- Get inspired by leveraging **PAPETTI'S** safe and easy eggs to offer a **Breakfast Burger with Fried Egg** and capitalize on this growing menu trend!

