

**CHAINS ATTRACTING  
MILLENNIALS**



**\*Loyalty Program**

**New Item:** All-natural, antibiotic-free roasted turkey, egg, Vermont white cheddar & sun-dried tomato pesto on a soft roll. – **Chain Website**



**\*Treat Receipt is back - \$2 any cold grande beverage after 2 p.m. with your morning receipt.**



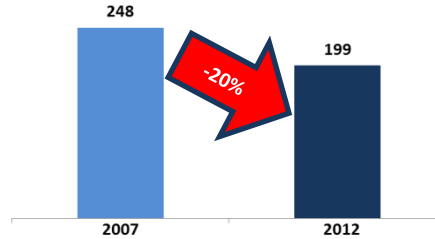
**Chicken Sausage Breakfast Wrap:** Chicken sausage, cage-free egg white and fire-roasted veggies in a wheat wrap. – **Chain Website**



**Egg & Cheese:** Our Egg and Cheese is simply delicious. Enjoy a fluffy egg omelet with melted cheese fresh toasted on freshly baked bread. Try it with egg white on 3" flatbread or English Muffin! – **Chain Website**

**MISSING THE MILLENNIALS**

Millennials (18-34 year olds) Per Capita Restaurant Visits: 20% Decline since 2007\*



**CONSUMER INSIGHTS**

In 2007, Millennials were the most frequent visitors of commercial restaurants with an estimated 248 visits annually. Today, they are the least frequent visitors among adults, dropping to an estimated 199 visits annually. Many Millennials are cash strapped. The hard cold facts are...

- They are a huge group, representing nearly **25% of the U.S. population**.
- **37% of the 18-29 year olds are unemployed** or out of the workforce.
- If they attended college, on average they have **\$26,000 in debt**.
- Have become known as the **“Boomerang Kids”** with **85% of College Graduates** moving back home.
- **In an effort to control their spending, 83% are reporting fewer restaurant visits and are cooking at home instead.**

**WHAT MILLENNIALS ARE LOOKING FOR AT RESTAURANTS**

Millennials are more likely than other adult age groups to . . .	Supporting Facts
Seek Value or Dollar Menus	• Almost <b>50%</b> use the Value or Dollar Menus regularly*
Snack All Day	• <b>Snacking is a lower risk option.</b> <b>62%</b> say purchasing smaller items as a snack is a great way to experience a restaurant*
Want Bold and Ethnic flavors	<ul style="list-style-type: none"> <li>• Most likely to be <b>Restaurant Explorers who seek out Bold and Ethnic</b> which are unique and different*</li> <li>• Being the most <b>ethnically diverse adult generation</b> drives their desire to explore spicy and international cuisines*</li> </ul>
Order Breakfast All Day	<ul style="list-style-type: none"> <li>• Among age groups, Millennials are the <b>least traditional breakfast consumers.</b> They are more likely than other age groups to order breakfast foods throughout the day and into the late night hours. •</li> <li>• A growing number of chains now offer Breakfast All Day appealing to Millennials unconventional eating patterns*</li> </ul>
Use Technology – Websites for coupons, deals & loyalty programs	<ul style="list-style-type: none"> <li>• Internet based <b>Loyalty Programs</b> are used by nearly <b>50%</b> of Millennials*</li> <li>• Restaurant <b>Coupon and Deal</b> usage has increased with the internet, especially among Millennials*</li> </ul>

**MENU INSPIRATION TO ATTRACT MILLIENIALS**

Consider the following tactics and strategies to capture your fair share of Millennials today. **Your efforts today will pay dividends in the future as they are developing life-long habits now.**

- **Affordable Options (such menu items with Egg)** – affordable menu items they can count on daily
- **Snacking & Sharing** – adding minis or sharable items will assist in satisfying their strong desire for social engagement and snacking throughout the day

Click the links below to find recipes like these and others that will help you win over Millennials.

Click here for recipes with Simply Potatoes®  & here for Papetti's® Egg recipes 

<p><b>Ranch House BBQ Pub Chips</b></p> 	<p><b>Scrambled Sliders</b></p> 	<p><b>Light Western Wrap</b></p> 
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\*The NPD Group/CREST, April 2013; \*Mintel, The Dining Out Experience, April 2013 & Trends in Snacking and Value Menus in Restaurants, June 2013