



Self-Serve All-Day Breakfast Sandwich Bar

With Papetti's® precooked egg patties, it's easy to empower guests to create their favorite breakfast sandwiches from sun-up to sun-down.



BREAKFAST SANDWICH MENU MENTIONS ARE UP **54%** AND **30%** AT LUNCH AT DINNER.

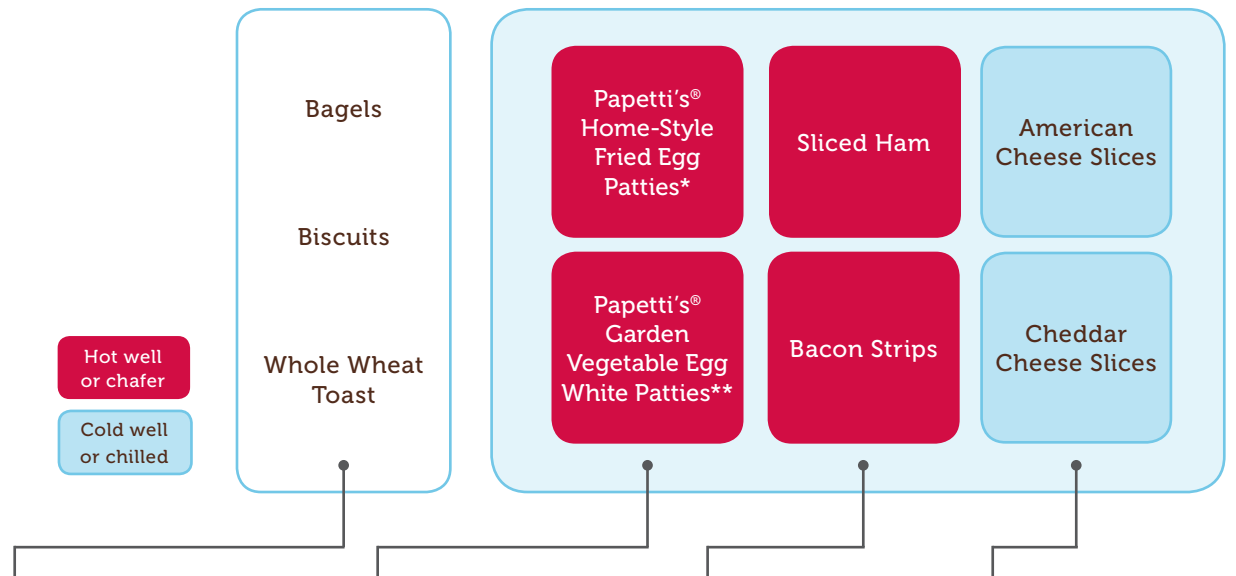


Learn more at ExploreBeyondBreakfast.com or call 1-800-328-5474.



breakfast: your all-day play

make it easy with Papetti's® precooked eggs



WHAT'S BAKING WITH BREAD CARRIERS

Bagels are the top menued sandwich carrier nationwide, but biscuits rule the south

Bigger isn't always better: Consumers don't like it when the bread completely covers the egg patty

Consider This: Add wraps to your rotation simply by subbing in a tortilla

PATTIES FOR EVERY PURPOSE

Fully cooked and ready to go—just heat and hold

Breakfast sandwiches featuring fried eggs and egg whites grew significantly over the past 4 years

Consider This: Use Papetti's precooked omelets for larger wraps or sub-sandwich builds

POPULAR PROTEINS

Appeal to meat lovers by offering at least one additional protein

After eggs, the most menued breakfast sandwich proteins are bacon and ham

Consider This: If you have space for an extra protein, chorizo is up 118% over the past 4 years

CHEESE PLEASE

74% of all breakfast sandwiches feature cheese

American and/or Cheddar are a must, but Gruyère and Gouda are on the rise

Consider This: Add trending flavors or veggies (chipotle, aioli, pesto, peppers or avocado) to the end of your line for increased variety in minimal space

Sources: NPD Crest, YE September 2015; Datassential MenuTrends, 2015; *MFR Code: 46025-70407-00; **MFR Code: 46025-70601-00 ©2016 Michael Foods, Inc. All rights reserved. EGG147 02.16

