



## Chef-Serve All-Day Omelet Bar

Papetti's® precooked omelets make it easy to serve up fast, efficient omelets any time of day. Stock your omelet bar with a combo of classic and trending ingredients to create dozens of signature variations.



LUNCH OMELETS ARE UP **14%** on restaurant menus over the last 4 years.

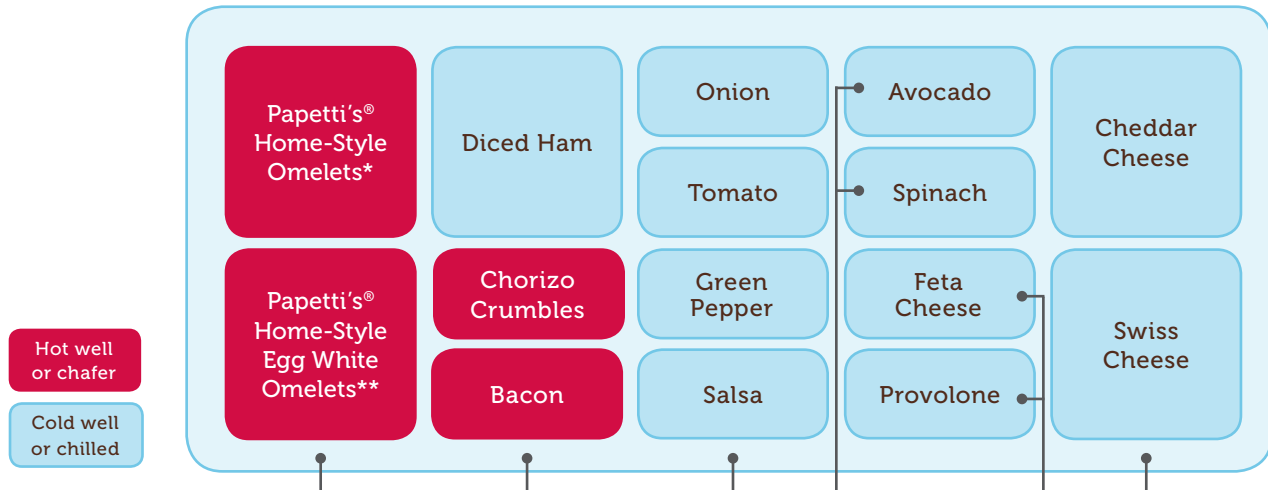


Learn more at [ExploreBeyondBreakfast.com](http://ExploreBeyondBreakfast.com) or call 1-800-328-5474.



# breakfast: your all-day play

make it easy with Papetti's® precooked eggs



### START WITH PAPERETTI'S®

Fully cooked and ready to go  
Heat and hold in a hot well for up to 1 hour  
Egg white omelet menu mentions grew 5% last year  
Consider This: Place 8" tortillas nearby for a portable omelet wrap option

### OFFER POPULAR PROTEINS

Appeal to meat lovers with multiple protein options  
Ham is featured in over half of all omelets  
Bacon is almost as popular—featured in about 50%  
Consider This: Diced or shredded potatoes come with nearly a third of omelets and could easily be swapped for one of your proteins

### ADD VEGGIE VARIETY

Onion, tomato, mushroom and green pepper have classic appeal  
Consider This: Top trending omelet add-ins could enhance all-day appeal— asparagus (▲11%), avocado (▲4%), salsa (▲7%)

### FINISH IT WITH CHEESE

77% of restaurant omelets feature cheese  
Cheddar, Swiss and Feta are most often menued in omelets  
Consider This: Mozzarella (▲11%) and Provolone (▲15%) had the highest omelet menu growth last year

Sources: NPD Crest, YE September 2015; Datassential MenuTrends, 2015; \*MFR Code: 46025-76007-00; \*\*MFR Code: 46025-76501-00 ©2016 Michael Foods, Inc. All rights reserved. EGG447 02.16

