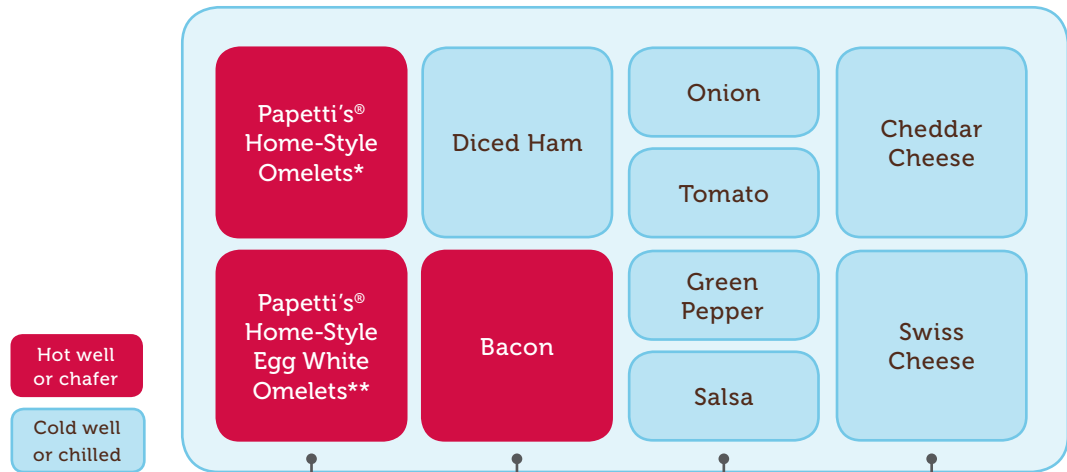




Self-Serve All-Day Omelet Bar

With Papetti's® precooked omelets, your guests can create over 10,000 customizable omelet combinations in just a few feet. Offer this simple omelet bar, or swap ingredients to make it your own.



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



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

START WITH PAPERETTI'S®

Fully cooked and ready to go

Heat and hold in a chaffer for up to 1 hour

Egg white omelet menu mentions grew 5% last year

Consider This: Add 8" tortillas up front periodically for a portable wrap option

OFFER POPULAR PROTEINS

Offer two or more hot or chilled options to appeal to meat lovers

Ham is featured in over half of all omelets

Bacon is almost as popular—featured in about 50%

Consider This: Spice it up with Chorizo, up 11% on omelet menu mentions last year

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. EGG347 02.16

