

EATING HEALTHIER AT BREAKFAST

Better-for-you options are becoming more appealing to those buying breakfast away from home.



HEALTHY OPTIONS ARE THE **NUMBER ONE OPERATOR INITIATIVE** FOR BREAKFAST RIGHT NOW

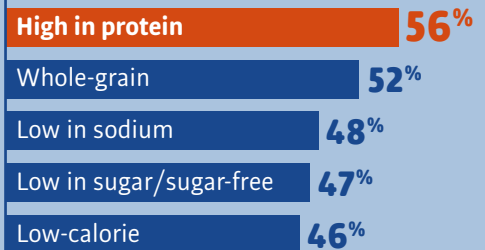
91%



say offering them has a positive impact on sales

AT BREAKFAST, TRADITIONAL HEALTH CLAIMS REIGN SUPREME

"I'm more likely to purchase breakfast items that are _____"

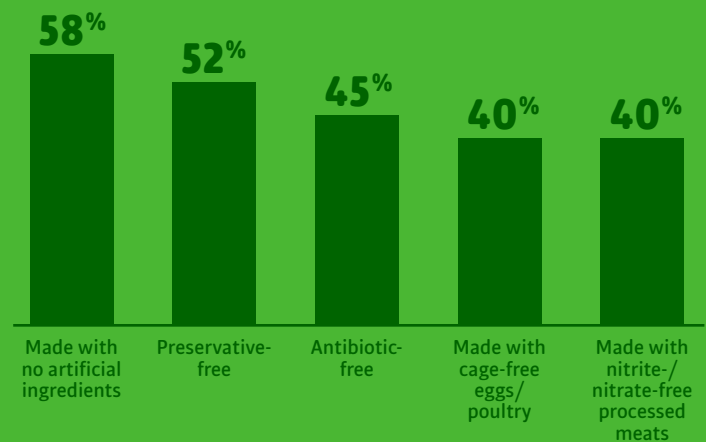


BUT THE DEFINITION OF HEALTH IS CHANGING

The fastest-growing health claims on Top 500 menus include *gluten-free*, *no sugar* & *natural*

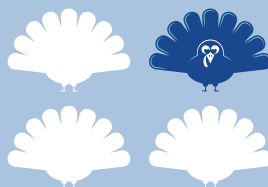


DINERS SAY THEY'RE MORE LIKELY TO PURCHASE "BETTER-FOR-YOU" BREAKFAST ITEMS THAT ARE:



AND CONSUMERS ARE **LOOKING FOR LIGHTER OPTIONS** TO FIT WITH THESE **BETTER-FOR-YOU PREFERENCES**

1 in 3 consumers aged 18 to 34



1 in 4 consumers say they'd like restaurants to offer turkey for breakfast

OPERATOR TIP: UPDATE CLASSIC OFFERINGS TO MAKE THEM HEALTHIER

- ▶ Swap in savory smoked turkey in Eggs Benedict
- ▶ Top chilaquiles with turkey sausage crumbles (or turkey chorizo for an extra kick)
- ▶ Serve Belgian waffles with a side of turkey bacon



SERVE WITH CONFIDENCE.®



Source: Technomic's 2017 Breakfast report