



## Good Morning = Good Eating!

Patrons continue to re-invent the most important meal of the day. Busy schedules demand portability; economic pressures drive value; and consumers looking for comfort are seeking out traditional breakfast items at non-traditional times.

Mintel<sup>1</sup> reports that breakfast continues to have great potential for expansion among many foodservice players and expects breakfast restaurant sales to increase by 8% by the end of 2016. This opens a field of opportunity for Operators either to enhance their current offerings or grow consumer loyalty for this growing daypart through understanding consumer purchase drivers.

### Weekday Rush Hour

As consumers weigh in on breakfast they reveal their primary drivers of purchase decisions vary depending upon whether they are eating breakfast on a weekday or weekend.

Not surprisingly, today's consumers place a greater importance on attributes related to time, convenience and portability for breakfast during the week as busy schedules lead to eating in their cars or at their desks during the work week.

#### Importance of attributes for morning meal

	<u>Weekday</u>	<u>Weekend</u>
Convenience	66%	54%
Speed of Preparation	61%	39%
Price	61%	54%

As shown, price is also an important consideration, and its importance has risen in the past several years with a 6% increase in consumers seeking inexpensive weekday breakfast options according to Technomic.

### Taking It Easy

Notably for the weekend meal, the importance of quick preparation drops dramatically. Weekend

breakfast dining is all about indulgence, relaxation and socialization. The weekend breakfast meal becomes more of an event and extends further into the day than during the week. On the weekend consumers clearly want to take their time for breakfast and consider ordering breakfast until 2:00 p.m., unlike during the week when they report the breakfast meal ends at 10:00 a.m.

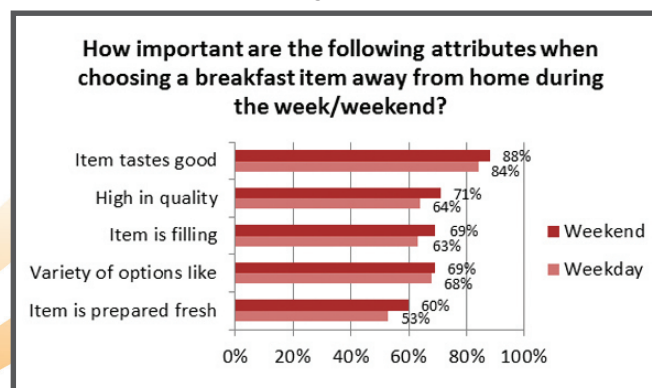
Variety increases in importance for weekend meal choices, with 69% of consumers seeking a restaurant that offers them various meal options. More than half of consumers also desired the ability to build their own breakfasts or customize ingredients and flavors in their weekend meal.

According to Technomic freshness is also top of mind for consumers on the weekend, with three out of five preferring to choose items defined as freshly made or prepared.

### Flavor Trumps All

Flavor, of course, is top of mind for consumers when it comes to breakfast decisions. Taste was identified as the absolutely most important characteristic for breakfast foods, both during weekday breakfast (84%) and weekend breakfast (88%). High-quality food, filling meals and fresh preparation also rank high with consumers on weekends as shown on Figure 1.

Figure 1



Source: Technomic Consumer Food Trends, Issue No. 2, 2010

## Key P.A.T.R.O.N.® Segments

### Social Butterflies

- Ages 21-34
- Single with a moderate income and living in large metropolitan areas
- Love a lively atmosphere and want to have a good time with friends, family and new acquaintances
- Less health-conscious, desiring more adventurous, trendy and craveable foods
- Restaurants can be like a second home

### Traditionals

- Ages 45+
- Mixed family status with lower incomes and more often live in rural areas
- Follow routine and like things that are familiar to them
- They frequent QSRs and casual dining establishments that serve basic, comfort food
- They appreciate speed, convenience and low prices

Source: ConAgra Foodservice  
Proprietary Food Away  
From Home Study, 2009

SIDE DISH

## Patron Key Issues

Consumers have definite cravings for breakfast and expect to see quality, freshness, flavor and customization. None of this is really new. Yet breakfast consumers' behaviors and preferences have changed a good deal over the past several years.

- Consumers find breakfast food comforting and many, especially women, wish they could eat it any time of the day. Nearly half of consumers surveyed said they would like to see full-service restaurants offer breakfast throughout the day.
- Fast-casual has been changing the expectations of consumers as frequent fast-casual consumers are more likely to look for offerings with flavorful preparations and fresh, seasonal or local ingredients.
- Breakfast is a great way to build repeat traffic; according to Technomic 43% of consumers continue to visit their preferred restaurant for weekend breakfasts because the food tastes really good.

There are opportunities to grow business with breakfast fare, but Operators looking to expand or update their breakfast offerings will want to be mindful of their customer base and develop new offerings accordingly. Understanding shifting consumer needs and expectations around breakfast can help Operators discover exciting new areas for potential growth in this booming daypart.

*For more targeted recommendations to grow your business ask your ConAgra Foodservice representative for a customized P.A.T.R.O.N. profile report.*



## Top Breakfast Actions

1. Make select breakfast items on your menu available all day. According to 52% of restaurant users, all-day breakfast is an important restaurant selection factor.
2. Allow patrons to choose the items they want to create their own breakfast platter. Price each component separately and allow for meal customization.
3. Be certain your menu descriptions include words like "Fresh" and "House-made" to convey freshness and quality to your patrons.
4. Start a "breakfast club" and offer an incentive to your patrons for joining you for breakfast. It can be a discount after a certain number of visits, or perhaps it's a branded coffee mug that earns them a discount when they bring it in for a refill.
5. Review your coffee program and be certain you are making the most of this important morning meal component. One-third of coffee drinkers are loyal to the brand or restaurant that serves the coffee they enjoy.



to go...

Source: Technomic Consumer Food Trends,  
Issue No. 2, 2010

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From morning rush to close<sup>SM</sup>