



*When they want all day meals,
when you want all day profits
Come to the Café.*



ALL DAY CAFÉ®

Any time's the right time.

It's a fast world out there...a world where meals are eaten on the fly, where convenience is everything, and where consumers are looking for something new, something that's high quality, something that's different, and something that's fast.

That's the world of All Day Café®.

All Day Café® brings foodservice operations of all types grab-and-go items that can be enjoyed at any time of day or night. They're all top-quality foods, made by Papetti's, a world leader in the foodservice category. So you know you can expect nothing but the best.

Plus, All Day Café® items give operators an easy, on-trend way to add items to menus. And menu expansion typically increases consumer traffic and repeat business.*

Consider these facts, and you'll understand exactly why All Day Café® makes so much sense:

- "50% of consumers think eggs served at lunch or dinner should cost about the same as meat items served during those same dayparts."
2007 Michael Foods' Proprietary Egg and Potato Attitude and Usage study
- "Grab-and-go really is becoming a destination point. Convenience is king, and customers are looking for fast, fresh dining experiences."
Restaurants & Institutions, 10/1/07, "Food: Rush-Hour Traffic"
- "60% of operators said grab-and-go is growing because of customer demand."
FoodService Director, 9/15/2007, "Portability on the Menu."

- "Consumers are asking for items that are portable and offer portion control."

Restaurant Business, 1/7/08, "A Bite of the Morning Meal"

Unique foods and high quality right in the palm of their hand.

There are a lot of grab-and-go items on the shelf. But only one brand offers two things that today's customers are looking for: high-quality ingredients, and exciting new taste combinations.

- "When [consumers] walk past a grab-and-go case, the food has to be identifiable but also make them think, 'That looks a little different from what I'm used to; I'll give it a try.'"
Restaurant Business, 1/7/08, "A Bite of the Morning Meal"
- "Flavor infusion is...a growing factor, with traditional breakfast ingredients being rethought."
Technomic, Inc., 2007, "The Breakfast Category Report"
- "73% of consumers say they'd be likely to order eggs during non-breakfast times if they were offered."
2007 Michael Foods' proprietary Egg and Potato Attitude and Usage study

All Day Café® products are everything customers want: high quality items with "fusion flavor" taste combinations that go anywhere they go.





Great grab-and-go food.
Great grab-and-go profits.

**Your customers will love 'em.
No matter who your customers are.**

All Day Café® products are perfect for virtually any type of venue where time is of the essence.

- **C-stores** love them for their grab-and-go convenience.
- **Hotels** can feature them in their marketplace venues and self-serve buffets.
- **Colleges and universities** make them an easy-to-take-along meal or snack, any time of day.

- **Healthcare facilities** find them perfect for all employees...even those whose schedules don't follow a "normal" clock.
- **Commercial restaurants** can use them for anything from an on-trend entrée to a delicious appetizer.
- **B&I cafeterias** can offer them as a quick grab-and-go alternative for time-starved patrons.

Your opportunities await. Come to the Café.

There's no denying the opportunities are there: patrons looking for on-trend tastes, grab-and-go convenience, and high quality foods any time of day or night.

When you're ready to give them what they want, come to the Café. All Day Café®.



For ordering, information, or customer service assistance:
1-800-328-5474 or www.michaelfoods.com





