ALL DAY Café®

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.alldaycafe.com

Find us on Facebook

EVERYTHING YOU NEED.™ MICHAEL FOODS INC

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When they want all-day meals and you want all-day profits, come to the Café.

ALL DAY Café®

ALL DAY CAFE®.
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 the kind of grab and go items that can be enjoyed at any time of the day or night. They're all top-quality foods, brought to you by Michael Foods, Inc., a world leader in the foodservice category. So you know you can expect nothing but the best.

Plus, All Day Café gives you an easy, on-trend way to add more variety to your operation. And that means customers will choose to stop in again and again, bringing you success and profitability.

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

- Breakfast is the fastest growing daypart in foodservice, with 36.7% growth in the past year.
  Convenience Store News Market Research, 2009

- According to an analyst with the NPD Group, "the morning meal has been one of the dayparts that almost seems to be recession-proof."
  CSP Category Management Handbook, 2009, "Retailers battle recession with innovation, value focus."

- Many consumers associate breakfast with "comfort," and wish they could eat breakfast any time of day.
  QSR Magazine, "It's 7 a.m. Somewhere," 09/2009

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 portability.

- In the current economy, consumers are choosing high-quality ingredients rather than overt cost savings—a reflection on a renewed focus on the true meaning of "value."
  Mintel Menu Insights, "Restaurant menus to focus on quality, not just cost, in 2010," 11/2009

- Changing lifestyles mean more and more consumers are looking for convenient, on-the-go products, and these products can help retailers strengthen their bottom lines in a tough economy.
  Convenience Store Decisions, "New Products Power the Roller Grill," 6/1/2009

- 64% of operators are offering portable foods because customers demand it.
  Foodservice Director, "FSD 2009 Portability Study: Portability Still Important," 1/19/2010

- Breakfast sandwiches are coming to be known as the "fourth meal," or "away from home snacking."
  Technomic, 2008 Sandwich Consumer Trend Report