

What's on Menu



AM Sunrise Breakfast Pizza
LTO – January 2017[‡]
A biscuit style crust topped with gravy sauce, mozzarella and cheddar cheeses, scrambled eggs, turkey breakfast sausage, bacon, and ham.



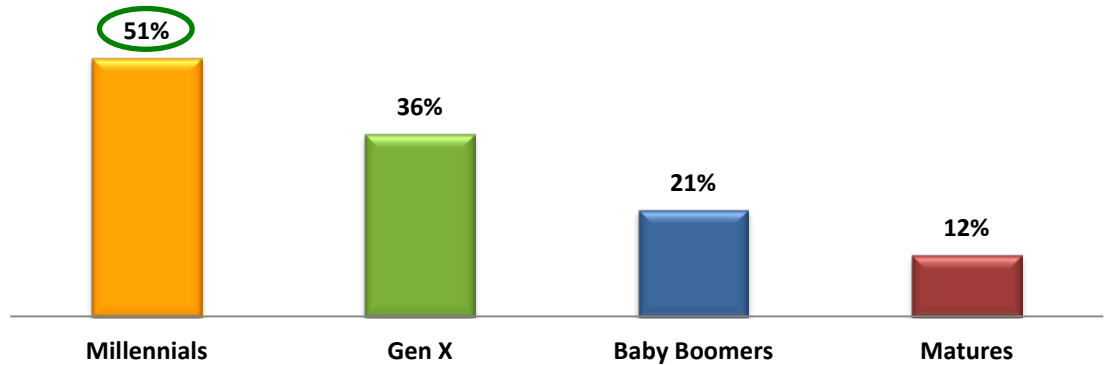
Breakfast Quesadilla
LTO – January 2017[‡]
Quesadilla filled with the choice of bacon, sausage or steak, eggs and cheese.



Spicy Bellapeno Breakfast Sandwich
LTO – January 2017[‡]
Spicy sandwich with an egg, chorizo sausage, and cheddar pimiento cream cheese on a Bellapeno bagel.

Over Half Of Millennials Say They Want More Ethnic-Inspired Menu Items

% of consumers by age group saying they would like to see more ethnic items and flavors offered at Breakfast*



Consumer Highlights

Many Millennials are culinary adventurers who love to discover different global cuisines.[†]

- 51% seek ethnic ingredients and global flavors.*
- 81% say they enjoy exploring new cultures through food.[∇]
- 63% love restaurants that offer “over-the-top” menu items that incorporate unique flavors.[∇]

Menu Highlights

Ethnic flavors are also important at Breakfast when portability is paramount. With Breakfast Sandwiches growing more than any other food item on menus, consider infusing some with global flavors inspired by Mexico, Italy, and the Mediterranean. Top ethnic ingredients include Salsa, Jalapeño, Pesto and Feta Cheese.[∇]

This past year, some of the fastest growing ethnic flavors featured in Egg Dishes were:

Spicy	Unique Proteins	Ethnic Flavors
Arbol Pepper	Capicola	Shakshuka
Hot Sauce	Braised Pork	Kim chee
Salsa Roja	Chorizo	Remoulade
Pepper Sauce	Barbacoa	Curry

Menu Inspiration

To stand out with Millennials who are looking for exciting and adventurous fare anytime of day, consider

the possibilities at featuring easy to use value-added products.

- Below are some on-trend ethnic dishes you can menu ALL DAY!

Egg Caprese Stacker

Protein-packed All-Day Portable Salad – Great for anytime! Serve with fruit or a pasta salad side.



Stuffed Carnitas Nachos

Mexican flare – Use egg whites to make it lighter or one tortilla and fold in half for portability!



Korean Biscuit Sandwich

Serve with kimchi or stir-fried vegetables – Or try it with another flavor profile.



Sources: *Technomic Breakfast Consumer Trend Report 2015; †Millennial Trendsetters, Crafting Their Own Food Culture, The Hartman Group Foodways of the Younger Generations Report 2016; ∇Millennials to Continue Shaping the Food Industry, QSR Magazine 2017; ‡What's Hot 2017, Nation Restaurant News; †Datassential MenuTrends