

MORNINGS MADE MODERN

If bold flavor, international influence and unexpected ingredient combinations aren't playing a role in your breakfast offerings, it's time to wake up! Patrons are looking for the next big thing in breakfast, whether it's a twist on favorite entrées served late into the night (think eggs Benedict meets poutine) or a new flavor profile offered on the morning menu (such as Indian-inspired lamb hash with chutney). No need to choose between "team sweet" or "team savory," as dishes that incorporate a range of flavors are sure to be a hit with your guests. Pizzas topped with fried eggs and maple-glazed bacon, buttermilk pancakes as sandwich carriers and healthy grain bowls with coconut, berries and farro are just a few of the ways operators are putting a spin on what it means to think "breakfast." Since 40% of consumers eat brunch at least once a week and 31% of consumers consider breakfast to be more of a destination than they did two years ago, the innovative breakfast menu is an opportunity you can't afford to ignore!





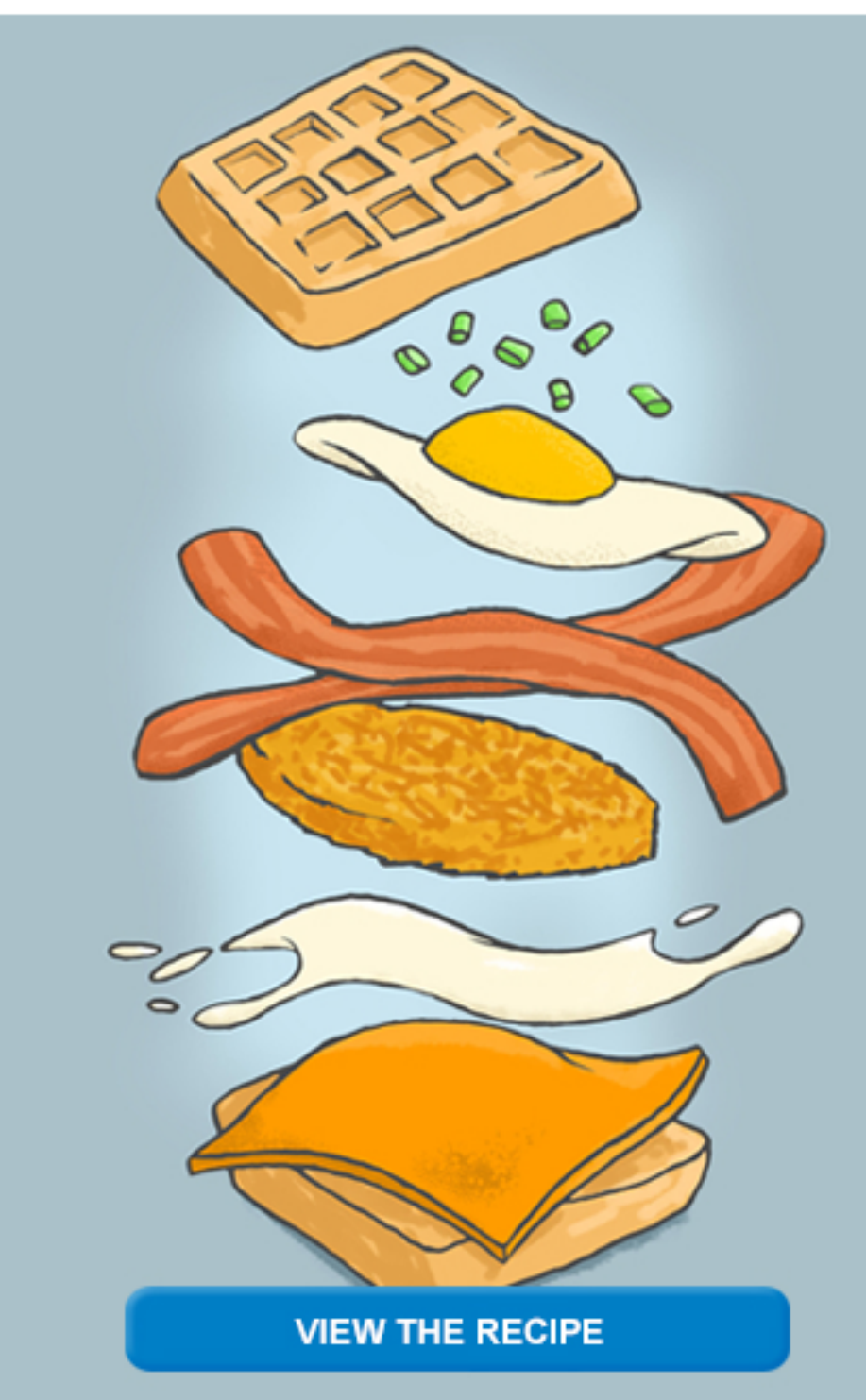
PRODUCT FOCUS

Introducing NEW Krusteaz® Flat Bottom Waffles!
These delicious buttermilk and maple waffles are shaping up to be an exciting addition to your menu!

- One grooved side and the other side flat, to hold sandwich ingredients in place
- Square and round varieties, conveniently portioned
- No mixing needed; less mess and waste

Bakery Chef® Biscuits are ideal for all-day breakfast.

- Premium Buttermilk Ready-to-Heat Biscuits deliver homemade taste and flaky, buttery texture
- Heat-and-serve convenience, without the time and labor of baking from scratch



DECONSTRUCTING OUR LOADED BAKED PO-WAFFLE SANDWICH


This unique recipe brings the flavors of a loaded baked potato into a hand-held dish that's perfect for breakfast or brunch. Let's take a closer look at the ingredients.

- 1 KRUSTEAZ® SQUARE FLAT BOTTOM BUTTERMILK WAFFLE**
the perfect shape for stacking
- 2 GREEN ONION**
adds texture, zest and bright color to the sandwich
- 3 FRIED EGG**
take it to the next level with a perfectly runny yolk
- 4 BACON**
it wouldn't be a loaded potato without crispy bacon
- 5 HASH BROWNS**
putting a breakfast-worthy spin on the potato
- 6 SOUR CREAM**
a classic, must-have topping
- 7 SHARP CHEDDAR CHEESE**
the cheese with universal appeal

[VIEW THE RECIPE](#)

RISE AND SHINE RECIPES


Using waffles, pancakes, French toast or biscuits as carriers means breakfast sandwiches worth waking up early for! Try these recipes or visit our website for even more ideas.



KNIFE & FORK HOT HONEY CHICKEN SANDWICH

Country-fried chicken, hot sauce-spiked honey and herbed scrambled eggs, sandwiched between two fluffy Krusteaz® Grande Pancakes, buttered and griddled to perfection.


[VIEW THE RECIPE](#)



SOUTHWESTERN WAFFLE STACK

A toasted Krusteaz® Gourmet Belgian Waffle, quartered and piled high with shredded pork shoulder, an over easy egg, salsa verde and pepper Jack cheese.


[VIEW THE RECIPE](#)



SWEET 'N' SMOKY FRENCH TOAST SANDWICH

Two Krusteaz® Thick Cut French Toast squares filled with whipped brown sugar cream cheese, candied pecans and crispy bacon.

[VIEW THE RECIPE](#)



SUNSHINE BISCUIT SANDWICH

A fluffy Bakery Chef® Easy Split Buttermilk Biscuit, halved and filled with glazed bacon, a sunny side up egg, and fresh spinach salad lightly dressed in citrus vinaigrette.

[VIEW THE RECIPE](#)

CHEF TIPS

Creative breakfast dishes can make an impact on the menu even when they're served past the morning daypart. Using favorites such as breakfast sandwiches, omelets and skillet as the foundation, try incorporating such trends as ethnic cuisine, premium ingredients and indulgent fare. Here are some ideas to get you started:

- Use cumin and cinnamon to convert leftover tomato sauce into shakshuka, the savory Middle Eastern baked egg dish
- Bring a sweet and savory touch to chicken and waffle sandwiches with the addition of a creamy maple and sherry vinegar red cabbage slaw
- Add fried eggs and bacon to a bánh mì to make a unique fusion breakfast sandwich
- Put a spin on the Cuban sandwich, serving it on a glazed doughnut with ham, Swiss cheese and dill pickles
- Toast a sliced biscuit and use instead of a traditional bun for an innovative breakfast burger

BY THE NUMBERS

From traditional diner favorites to authentic global recipes, breakfast-inspired dishes are hot—no matter what time of day at which they're served.

↑144% CHICKEN & WAFFLES	↑68% SHRIMP & GRITS	↑59% CROQUE MADAME	↑22% BISCUIT	↑18% MIGAS
-----------------------------------	-------------------------------	------------------------------	------------------------	----------------------

Datassential MenuTrends, U.S. menu penetration growth 2013-2017.

THE QUICK DISH

Variety, flexibility and innovation are key factors driving patron satisfaction in the breakfast category.

39% of patrons say it's important that restaurants offer breakfast sandwiches, wraps and burritos*	30% of consumers are purchasing breakfast fare beyond morning hours more often now than two years ago*	49% of consumers would visit "updated breakfast" restaurants**
--	--	--

*Technomic, The Breakfast Consumer Trend Report, 2017.
**Datassential, Creative Concepts: Breakfast, February 2017.

SEGMENT FOCUS: CASUAL DINING

In the casual dining segment, both regional chains and independent operators with a menu focus on all-day breakfast are serving up innovative twists on classic comfort dishes.

Egg N' Joe (Arizona): Sun Devil Skillet, with chorizo, sweet corn, black beans, hash browns, peppers and onions; topped with cheddar cheese scrambled eggs, chipotle salsa, avocado, sour cream and green onion; served with a buttermilk biscuit

Nighthawk Breakfast Bar (California): Candied Bacon Breakfast Burger, featuring grass-fed beef, arugula, white truffle cheese, crispy potato strings, candied bacon, a sunny side up egg and peppercorn mayo

Iron Rooster (Maryland): French Toast made with brioche and an apple-vanilla bean egg batter, topped with spiced maple bourbon butter