



when the
WORLD
turned upside
DOWN

Another plus of the day.

Making big business
out of breakfast.

Consumers love breakfast. Demand for the most important meal of the day has been steadily rising but there's still room for growth, with more than half of consumers skipping breakfast at least once a week.¹

32% of millennials want vegetarian or vegan offerings for breakfast.



“Just about everything we eat is converted by our body into glucose, which provides the energy our brains need to stay alert. When we’re running low on glucose, we have a tough time staying focused and our attention drifts. This explains why it’s hard to concentrate on an empty stomach.”

Award-winning psychologist Ron Friedman, Ph.D., in Harvard Business Review

If foodservice operators steer clear of the tired, uninspiring breakfast options of the past and put the effort into creating fresh, healthy and – increasingly – on-the-move offers, there’s big business in breakfast.

In fact, with cross-utilisation of ingredients and clever promotions and scheduling of available staff, margins can be widened enough to generate impressive profits on this often-ignored mealtime – even during the most challenging period the foodservice industry has faced in decades.

52% of consumers define breakfast by time of day Compared to 56% in 2017.¹

The future of breakfast

According to F&B intelligence firm Tastewise, breakfast is up 13% year on year in popularity in the US, with 92% of Americans believing it’s the most important meal of the day.²

In the UK, the research firm NPD Group found that breakfast visits were the number one growing day part across the whole of the hospitality market in 2019, with hotels the most popular breakfast venue.

Innovation across the board has encouraged more people to visit restaurants or hotels for breakfast. It’s much more appealing to venture out for a delicious avocado and salmon eggs benedict or a fresh, colourful smoothie bowl than a plate of congealed scrambled eggs with a substandard coffee.

Indeed, the definition of breakfast has widened over recent years. Dish wise, it can now encompass everything from the traditional eggs and bacon to globally-inspired options like Mexican tacos and Chinese steam buns.

60% of consumers skip breakfast at least once during the week (Monday-Friday).¹

Over the next five years, the trends we’ve seen growing in the last five will only take stronger hold. Already in the US 31% of consumers are purchasing breakfast outside of morning hours.¹ With remote and flexible working having become the norm overnight, breakfast certainly won’t be limited to the early morning moving forward.

In addition, the trend towards healthier and more sustainable options is only going in one direction. According to Technomic’s 2020 US Breakfast Consumer Trend report, 32% of millennials want more foodservice providers to add vegetarian or vegan offerings for breakfast. Consumers are also demanding more gluten free, sugar free, natural and non-fat options on the breakfast table. Operators that respond to these trends have a chance to differentiate themselves from the competition.

Breakfast-to-go is one of the biggest opportunities.



“The way you make an omelette reveals your character.”

Anthony Bourdain

Even the breakfast staples – like coffee and juice – are getting an upgrade. Nearly half (49%) of younger consumers' coffee orders are for specialty coffee varieties and they're willing to pay more if they're 'handcrafted', 'sustainable' or 'organic'.³

Many high-quality coffee machines today can create everything from latte machiatos to iced Americanos at the touch of a button.

The most important meal of the day

Cliches are cliches for a reason and breakfast is no different. You really can kickstart your day with a good meal, with research showing that it makes us more productive. Longer term, those who eat breakfast regularly find it easier to maintain a healthy weight, reduce their risk of developing cardiovascular disease and have a lower body mass index.⁴ What's not to like?

92% of Americans believe breakfast is the most important meal of the day.²

And yet 60% of consumers skip breakfast at least once during the week,¹ whether that's because they're sacrificing it to fit in a long commute to work or not factoring in mealtimes to their flexible working schedule.

Don't let your customers use their busy work lives as an excuse to skip a meal by offering them the ultimate in convenience.

Even before the coronavirus pandemic, breakfast-to-go was one of the biggest opportunities for food service businesses and the hygiene and safety concerns that have dominated 2020 have pushed it into the mainstream.

Many operators have branched out into takeaway and delivery and invested in better mobile ordering and click and collect technologies in 2020 to reduce the amount of contact between guests and staff members.

Tastewise's 2020 research found a 154% year on year increase in the popularity of to-go breakfasts and an incredible 603% year on year rise in the popularity of breakfast delivery.

Making breakfast pay

This is all very well, you might be thinking. But with customers demanding more variety and speciality ingredients at breakfast, how can we make it pay?

Cross-utilisation of ingredients is one option. Take eggs, for example. They're versatile, familiar and relatively low cost – and they can be used in a huge range of different breakfast concepts, from the traditional to the most Gen Z-friendly.

Interest in plant-based Beyond Meat is up a significant +222% for breakfast.²

Charge a premium for certain dishes or ingredients.



You can also charge a premium for certain dishes or ingredients, like healthy juices with specific benefits or items featuring global ingredients. According to Technomic, 41% of consumers are interested in global concepts and 16% would pay a premium for them.

At hotels, breakfast is often included in the room rate, but operators should think about offering three or four additional 'specials' – with a luxurious touch but relatively low food costs – to boost profit and add variety to the menu.

+154% YoY increase in popularity of to-go breakfasts.²

For example, a Crab Eggs Benedict on a Toasted Bagel with a Chili Hollandaise sounds delicious and indulgent but will only cost an operator in Germany 1.82 EUR in ingredients and can be sold for 10.90 EUR. Taking staff costs into account and allowing for the fact that teams need to be trained to actively promote the specials, an ROI of 40% would be possible.

Technology can help too; advanced workforce management software will optimise scheduling, while the latest EPOS systems can automatically point out to staff where upsells can be made. In addition, pre-book and pre-order technology such as mobile apps can make a huge difference in speeding service and allaying consumers' coronavirus-related concerns. Breakfast has always been a tricky meal time for foodservice operators to get right, but with the right combination of innovation, technology and cost-saving techniques, it has the potential to be a boon to the business, rather than an afterthought.

+603% YoY increase in popularity of breakfast delivery.²

For more examples and advice on how to make big business out of breakfast, contact us at info@rational-online.com. Our foodservice experts are on hand to discuss your offer and suggest solutions tailored to your business.

➔ Find out more
getready2021.com

¹ Technomic 2019 US Breakfast Consumer Trend Report
² Tastewise & The Dairy Alliance Breakfast Trends Report 2020
³ Nestle Professional, The Breakfast Opportunity
⁴ Euresit Beyond Breakfast White Paper 2016