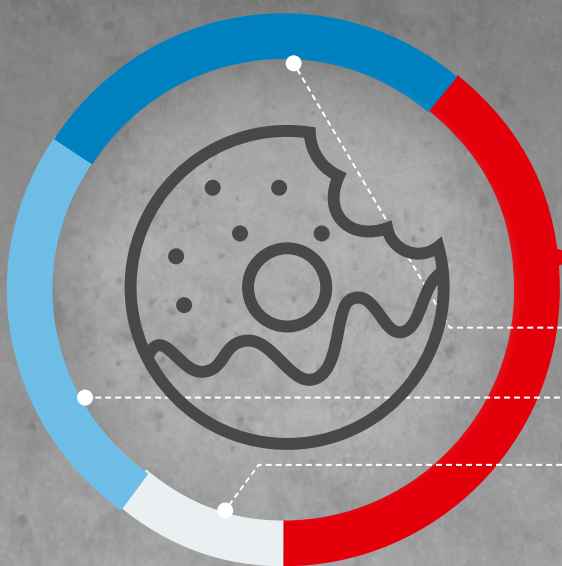


# What your guests like.



when the  
WORLD  
turned upside  
DOWN



## Main breakfast types

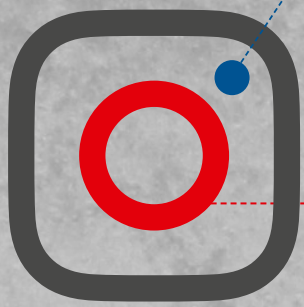
- 39% English breakfast
- 26% Continental breakfast
- 24% Sparkling wine breakfast
- 10% Sport Breakfast

## Consumer breakfast trends

- › Eating pattern are shifting: Having snacks or light meals throughout the day
- › Quality, value, convenience and prompt service bring: 12% miss their out of home breakfast in times of the covid-19 pandemic



## Celebrating Instagram



26% of Instagram users make more than \$75,000 a year

72% of Instagram users have purchased a product they saw on Instagram

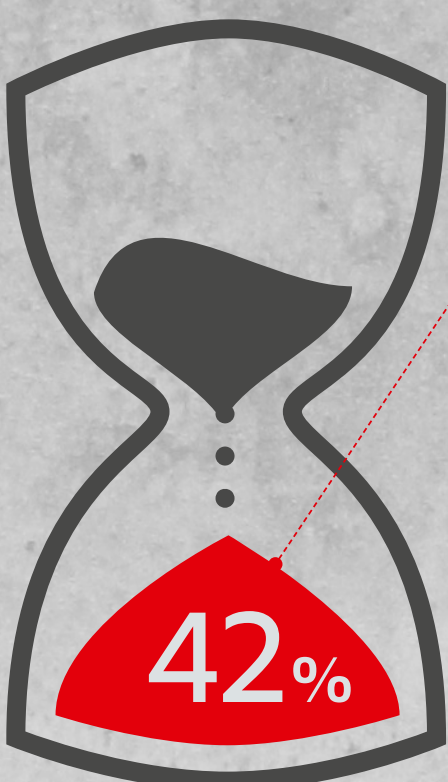
- ➔ It's your turn:
  - › Color, shape, and size of ingredients on the plate
  - › Distinctive vessels
  - › Service touchpoints
  - › Pay attention to the garnish

## Tastes are different

34% of consumers prefer dishes with new or innovative flavors/ingredients.

### Globalization of consumer tastes:

- › Mexican with breakfast burritos and tostadas
- › Pesto is the fastest-growing brunch flavor
- › Kimchi increased four-fold on breakfast menus in a four-year span



## Time is relative

42% are open to having breakfast for dinner or dinner for breakfast

Brunch becomes an all-day event

- ➔ That's in for you: Extension of meal service window.