

# KICK OFF THEIR DAY WITH THE MEATS THAT MAKE THE MEAL.



Breakfast is the most important meal of the day ... and it could well be argued that Smithfield® Bacon, Ham and Breakfast Sausage are the most important part of breakfast. They're the starting point for any morning meal, and no menu is complete without them. Smithfield has all the variety you need in each of those proteins to satisfy their cravings and make your menu a success.

**Smithfield®**  
SERVE WHAT YOU LOVE

# BACON

## EASILY THE MAIN COURSE

Did you know that **58% of diners say breakfast is not complete without bacon?**<sup>1</sup> Don't leave them hanging—Smithfield Bacon has all the choices for this life staple. Choose from ready-to-eat or ready-to-cook and an array of flavors, from classic to Pepper-Encrusted, Applewood Smoked and so much more. And our variety of formats, from strips to rounds to bits, lend themselves to an endless range of applications.

# HAM

## CURE CARNIVORES' CRAVINGS

Flavorful and versatile, ham satisfies meat lovers every time. Adaptable enough to take on flavors or stand on its own, it's a cost-effective breakfast solution—in fact, **one in four patrons craves ham for breakfast.**<sup>1</sup> From sliced to diced to cubed, you can start with Smithfield Ham and take the meal anywhere.

# BREAKFAST SAUSAGE

## MAKE MORNINGS MANAGEABLE

Breakfast sausage is such a popular go-to for breakfast that **41% of male diners say it's a must-have.**<sup>1</sup> With every format, from links to patties to crumbles, Smithfield Breakfast Sausage has the variety you need to make the meal complete.

80%

of diners like to order breakfast food any time of day.<sup>1</sup>

39%

of consumers would visit a restaurant they don't typically visit if it were to offer breakfast fare beyond morning hours.<sup>2</sup>

47%

of consumers enjoy eating breakfast foods at nontraditional times.<sup>2</sup>



Nearly 3 in 5 diners say they'd eat bacon every day if they could.<sup>1</sup>

<sup>1</sup> 2024 Guest Check, Smithfield Culinary

<sup>2</sup> Technomic, Breakfast Consumer Trend Report, 2021

Smithfield Bacon, Ham and Breakfast Sausage are the must-haves to make any menu a hit. These key proteins are essential at breakfast but delight all day long. Stock up now and keep meat lovers coming back for more.

For more information, visit

[Smithfieldculinary.com/breakfast-is-smithfield](https://smithfieldculinary.com/breakfast-is-smithfield)  
or request samples by scanning the QR code!



Scan For Samples!

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