



MENU QUEST

The Pursuit of Culinary Distinction

Smithfield

Trend Watch

It's Gotta Be Fast. It's Gotta Be Good. It's Gotta Be Portable.

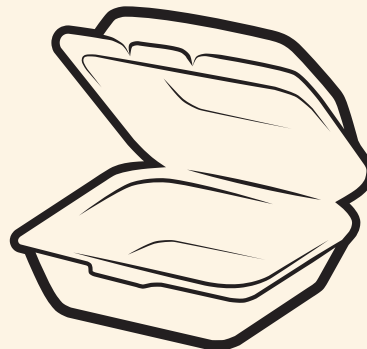
Sitting in a car. Waiting for the train. Strolling in the park. Breakfast has taken its show on the road to satisfy today's active consumers. And as more and more people eat away-from-home, operators are expanding their menus with options that can be enjoyed where and when people want to enjoy them.

Today's Breakfast Lovers Want Quick and Easy, Nourishing and Satisfying.

Why are portable breakfast options exploding in popularity? Simply because people are more active and on-the-go than ever before, so they crave breakfast options that can be eaten on the way to their destination. Therefore, portability is a major purchase driver for away-from-home breakfast. This is driven, for the most part, by younger, and more diverse generations.



33%
of 18- to 34-year-olds,
eat their weekday
breakfasts en route
to work/school.¹



33%
of consumers agree
it's important for
operators to offer
portable packaging
for breakfast items.²



24%
of consumers say they
skip breakfast during
the week because they
don't have time.³



45%
of consumers 18-34 say
that offering breakfast
sandwiches/wraps/
burritos is important or
extremely important.⁴

Considering the above facts not only underscores the need and importance of on-the-go items on a menu, but also shows that a variety of items will go far to satisfy a wide range of tastes.



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The King of Portables? The Ubiquitous Classic Sandwich!

Handhelds, led by sandwiches, remain the leading entrée for portability, familiarity and affordability.⁵ What's more, blurring dayparts are influencing sandwich innovation. "Breakfast" sandwiches continue to trend up on lunch and dinner menus at LSRs, and sandwich ingredients typically reserved for lunch and dinner, such as brisket and fried chicken, continue to grow on breakfast menus.

Below are three trends impacting handheld items:

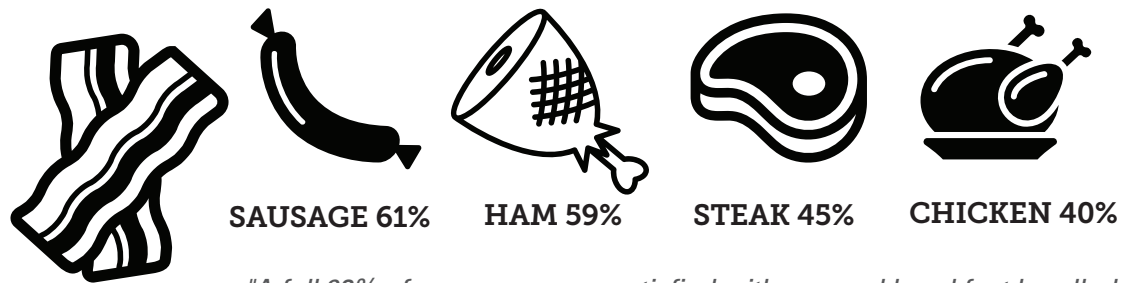
1. Different generations, different proteins.

Younger consumers: More adventurous and less tied down to sit-down breakfast favorites, younger breakfast lovers tend toward ethnic variations, including Mexican-style breakfast sandwiches featuring spicy proteins such as chorizo.⁶

Older consumers: More habitual than their younger counterparts, older breakfast eaters still show a high preference for the classics, including bacon (73%), sausage (65%), ham (64%) and Canadian bacon (48%).⁷

2. Bacon still reigns delicious.

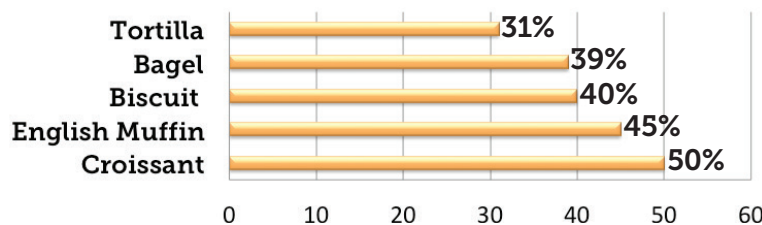
Most popular breakfast proteins by percentage preferred.⁸



"A full 92% of consumers are satisfied with menued breakfast handhelds that include bacon, sausage, chicken or chicken sausage."

3. Bread has got new friends.

Most popular handheld carriers by percentage preferred.⁹



Consistent with their interest in innovative options, more younger than older consumers prefer ethnic varieties, such as Cuban bread and naan, and unique carriers, including pancakes and waffles.



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Bowling on a Roll for Breakfast.

Bowls continue to soar in popularity due to the perceived health benefits. Protein bowls are huge because you can put a few ounces of protein, rice, vegetables and some sauce to create an item that is “healthy,” depending on the amount and type of meat used. Some advantages of bowls include:¹⁰

- Bowls offer speed, portability and convenience to consumers.
- Bowls travel well. Weekday breakfast delivery and takeout options are finding traction, particularly in business areas.
- Breakfast bowls can offer traditional breakfast fare, like eggs, bacon and hash browns, in a contained package perfect for off-premise consumption.
- Roughly a third of consumers would be likely to order breakfast bowls.

Breakfast On-The-Go Inspires Culinary Creativity

Operators are turning up the fun and concocting unique and head-turning grab 'n' go options. And it's only the beginning. Here are only a few current examples:



Bojangles'

Bo-Tato Breakfast Bowls

Feature Bo-Tato Rounds, folded egg, sausage gravy, bacon and sausage crumbles, and cheeses.



Hot Dog on A Stick

Sausage on a Stick

A battered and deep-fried pork breakfast sausage, served with maple syrup.



Panera

Ham, Egg, & Roasted Tomato Breakfast Sandwich

Artisan ham, egg, Vermont white cheddar and roasted tomatoes on Farmstyle Loaf.

For more exciting portable breakfast recipes and upcoming Smithfield Good-To-Go Breakfast features, be sure to visit SmithfieldBreakfast.com.

For everything you need to know about Smithfield pork, download our **Pork. Solved.** app.

