



# GUEST CHECK

2024 PATRON SURVEY BY  
SMITHFIELD CULINARY

## CATEGORY BREAKFAST

When it comes to ordering breakfast, diners chose several foods and beverages they simply can't do without

Bacon is the most commonly reported **[58%]** non-negotiable part of a complete breakfast outside the home, followed by eggs **[57%]**, hashbrowns **[47%]** & coffee **[40%]**



**41%** of male diners believe sausage is a breakfast must-have

**1 in 4 patrons** crave ham for breakfast



**80%** of diners like to order breakfast foods any time of day

Of all generations, Gen X and Boomers are the most likely to enjoy breakfast at any time of day, with **85%** of diners in these age groups saying they like to order traditional breakfast items around the clock



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