

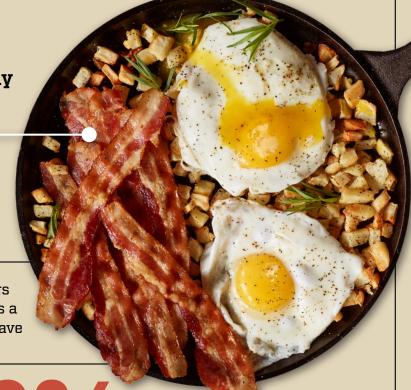
GUEST CHECK

2024 PATRON SURVEY BY SMITHFIELD CULINARY

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



Contact your sales representative for more information, or visit www.smithfieldculinary.com