

# Trend Watch

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## Pork: It's What's for Breakfast

If there's a daypart operators should be capitalizing on, it's breakfast. Forty percent of operators report that breakfast sales have increased in the past three years.<sup>1</sup> Additionally, breakfast consumption is forecast to increase by 5% through 2019.<sup>2</sup>

Pork in particular is really influencing what breakfast menus are made of. Operators report that the most frequently ordered side item – as well as the side item with the fastest sales growth for the breakfast occasion – is bacon, while pork sausage ranks the third most popular.<sup>3</sup>

Additionally, breakfast sandwiches rank #2 behind coffee as the most frequently purchased breakfast item overall, and the staple proteins used in these sandwiches are often bacon, ham and sausage.<sup>4</sup> Pork is the king protein at breakfast.



## Brekkie On-the-Go is on the Rise

Now more than ever, operators need to include grab-and-go items in their menu offerings during the breakfast daypart, especially on weekdays. Consumers cite portability as one of the key drivers that lead them to purchase away-from-home breakfast during the workweek.<sup>6</sup> This is especially true for the C-store and QSR segments, as a large part of their business comes from on-the-go consumers.

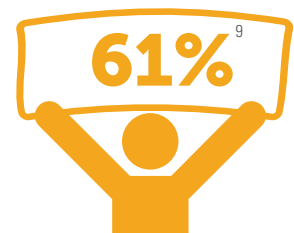
Millennials and Generation Z are playing a large role in driving this trend: Nineteen percent of their foodservice occasions are grab-and-go and typically consumed while driving or walking.<sup>7</sup> Therefore, breakfast handhelds are becoming increasingly popular on chain menus. Here are a few pork-inspired grab-and-go options:

- Smoked Ham Panini – Argo Tea
- Chorizo Breakfast Tacos – Del Taco
- Pulled Pork Breakfast Burrito - Perkins Family Restaurants



of restaurant morning meals are eaten off-premise<sup>8</sup>

Operators anticipate this year's grab-and-go sales to increase by



1, 3-6 Technomic 2016 Away-From-Home Breakfast Report  
 2 The NPD Group Press Release 7 Technomic, How to Appeal to Generation Z  
 8 The NPD Group National Eating Trends Panel 9 Technomic, Prospering in Foodservice

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### Breakfast Rocks Round-the-Clock

The most important meal of the day is no longer reserved for the morning. Consumer demand for breakfast staples being available all day has been steadily increasing. National chains, as well as independent operators, have been capitalizing on this demand by offering breakfast classics at all hours. Fast-food giant McDonald's attributed last year's fourth-quarter 5.7% jump in same-store US sales to the launch of their all-day breakfast menu in October 2015.<sup>10</sup>



**48%**

of consumers enjoy breakfast foods at nontraditional times<sup>11</sup>



**72%**

of all adults wish restaurants would offer breakfast items throughout the day<sup>12</sup>

### Restaurant Spotlight: Breakfast for Dinner

Millennials are more interested in breakfast for dinner than any other age group before them.<sup>13</sup> This proves certain as the emergence of unique breakfast-influenced late-night eateries appear, like the Nighthawk Breakfast Bar in trendy Venice Beach, CA. This restaurant and bar opens for business in the late afternoon and stays open past midnight, serving elevated breakfast fare and breakfast-influenced cocktails – like spiked cereal milk. Pork-inspired breakfast meals are abundant on Nighthawk's menu:

#### Bacon-Sausage Scotch Egg

House-made bacon sausage, soft boiled egg, cilantro pesto, red pepper vinaigrette



#### Nighthawk Breakfast Sandwich

House-made bacon sausage, scrambled eggs, gruyere cheese, arugula, peppercorn aioli, champagne vinaigrette, on a pretzel bun



#### Chorizo and Egg Tacos

Cage-free eggs, pork chorizo, roasted poblano peppers, avocado, pickled shallots, crème fraiche, chile de arbol salsa



#### Tower-O-Bacon

Candied bacon



#### Breakfast Bánh Mì

Grilled pork belly, pickled daikon and carrot, cilantro, jalapeño, Sriracha mayo and a fried egg

