

THE PREP

WITH CHEF SAM

In this issue: How to bring in new formats and flavors—and enter new dayparts—with the most lucrative and popular meal of the day.



ISSUE 2 • Revisualizing & Revitalizing Breakfast

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

Smithfield Culinary Guest Check, Breakfast, 2024



WHAT IT MEANS FOR YOU:

- ✓ As breakfast has crossed into all-day relevance, similar to burgers or pizza, chains that restrict breakfast offerings to mornings are leaving traffic, check lift, and loyalty on the table.

"Serving breakfast throughout the day gets you more mileage with the same back-of-house footprint. It's familiar flavors that feel special when done well."



84% of operators believe customers want to order breakfast items outside traditional breakfast hours.

Technomic, Expectations for Away-From-Home Breakfast in 2024



WHAT IT MEANS FOR YOU:

- ✓ Get higher margins vs. traditional lunch or dinner entrees: Breakfast foods typically rely on lower-cost ingredients with strong perceived value. Enjoy easier upsells, such as coffee, add-ons and sides.

FEATURED LTO IDEAS

Global flavors and familiar favorites combine for crowd-pleasing dishes that are sure to bring return customers.



Savory Bread Pudding Strata
The trinity of breakfast meats make this savory breakfast goodie a favorite they'll come back for.



Good Morning Bowl
Bacon and ham mix with Red-Eye Gravy, grits and more for a hearty and delicious bowl.



Spiced Omelet Cuban
Ham and bacon augment this dish that melds global flavors with an added kick.

Carnitas and barbacoa are among the global proteins that specialty grocers and trendy restaurants are adopting into their menus.

Datassential The World of Breakfast 2024

WHAT IT MEANS FOR YOU:

- ✓ Get ahead of the trend by offering your customers the opportunity to indulge in popular, global flavors for breakfast.



from Smithfield Culinary®
PRODUCT SPOTLIGHT

BACON
Our bacon is truly premium, derived from 90 years of perfecting the craft.

SAUSAGE
As we do with all our award-winning products, we use only raw materials from corn-fed Midwestern hogs.

HAM
Our ham features rich mahogany characteristics, appealing smoky aromas and a subtle hint of saltiness.

Value-seeking consumers are 33% more likely to choose value menus from multiple restaurant chains as they seek the best value across brands.

RestaurantDive.com, September 2025

WHAT IT MEANS FOR YOU:

- ✓ Breakfast positioned as an affordable, indulgent or smaller-portion option can pull in guests and stabilize margins.



Three in four consumers actively think about their protein intake, especially Gen Z and Millennials.

Datassential, Protein Hotshot Report, 2025

WHAT IT MEANS FOR YOU:

- ✓ Make protein the headline, not the footnote. From double-meat breakfast sandwiches to protein-packed bowls, operators who spotlight protein can capture the younger demographic.



"Guests don't think in dayparts anymore. They think in cravings. Breakfast flavors hit those comfort notes any time of day."



51% of consumers who purchase breakfast at a restaurant or other food service during the week agree that it is important for breakfast items to be customizable.

Technomic, 2024 U.S. Breakfast Consumer Trend Report

WHAT IT MEANS FOR YOU:

- ✓ Customization fuels perceived value and keeps breakfast relevant for repeat visits across different occasions.



Take the first step to get ahead: Contact your National Accounts Sales rep or reach out to Michael Novelli at Mnovelli@smithfield.com to build your bottom line.

