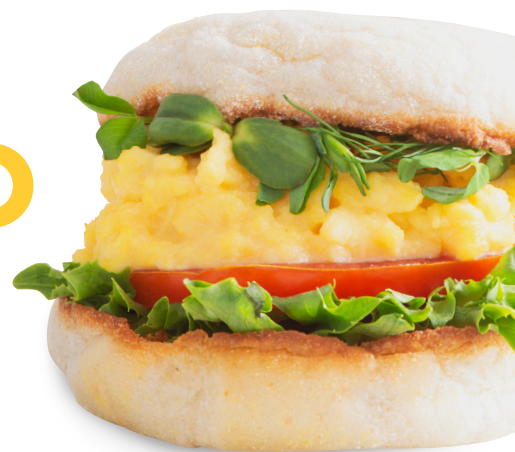


# Breakfast sandwich hero



Feed consumer appetite for breakfast sandwiches – morning, noon and night! Breakfast sandwiches are perfectly portable for takeout, delivery and drive-through, making them the perfect menu addition and revenue booster.

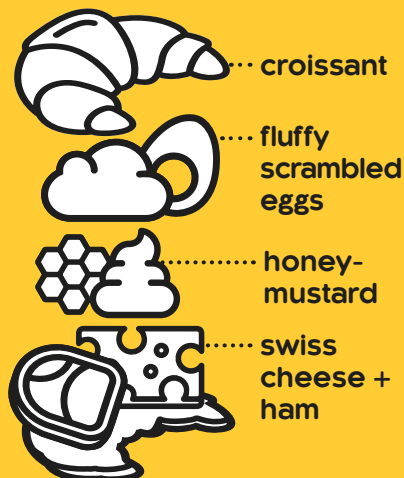
## Start with eggs and bread...

...then get creative to match your menu style

### Bagel with everything



### Croissant sandwich



### Skinny sandwich



### Hearty & rustic



## All-day breakfast sandwiches



**59%** of egg dishes ordered at lunch or dinner are breakfast sandwiches.\*



**90%** of off-premise egg orders are breakfast sandwiches.\*



**90%** of egg dishes ordered as snacks are breakfast sandwiches.\*



**454 M+** breakfast sandwiches ordered in 2020

Pandemic-weary diners have shown a strong appetite for comfort food, helping drive demand for breakfast sandwiches throughout the day and night.

## Top 3 reasons

consumers order eggs at restaurants:



treat themselves



satisfy hunger



fulfill cravings

Breakfast sandwiches check off all the boxes, so add them to your menu to boost sales – and satisfaction!

\*12 month period ending Feb 2020.

Crack into 2021's

# top food trends

Breakfast sandwiches deliver on two major trends that Canadians are embracing in 2021: quick and delicious on-the-go options and indulgent meals that hit comfort-food cravings. You can egg on your restaurant's growth by cracking these trends – with sensational sandwiches! Here's how.

## The Need for Speed

Consumers have grown used to today's accelerated pace, making speed of service a top priority. Streamlining menus down to the easiest and most popular items can help you shorten the time it takes to get from receiving an order to placing it in your customer's hands. By this criteria breakfast sandwiches should be a menu mainstay any time of day or night.



### Crack this trend:

Eggs are ready in mere minutes, but to increase speed of service even further, try products like liquid eggs to cut down on time spent cracking shells, or pre-made egg patties that are ready for your breakfast sandwich creations.

## Comfort Me

Comfort foods have the ability to soothe the psyche while filling the belly. In uncertain times, childhood classics and familiar favourites are solid menu additions. Whether it's mac-and-cheese, burgers or bibimbap, just "put an egg on it" to boost its comfort factor – and your sales revenue.



### Crack this trend:

Give customers what they crave – the creamier, the meltier, the savoury-er, the better! You can't go wrong with all-day breakfast faves like egg-and-bacon sandwiches, huevos rancheros wraps or frittata on a ciabatta.



### Try it!

Lighten up with a California-style breakfast sandwich that's easy on the sauce and heavy on the fresh veggies, sprouts and scrambled eggs.



### Try it!

Transform classic ham and cheese into a fancy Croque Madame sandwich! Try smoked ham, Gruyere and a runny fried egg on crusty sourdough with bechamel. Magnifique!



### Try it!

Send your customers on a flavour journey with globally inspired breakfast sandwiches. Hot for 2021: Mexican, Indian, Asian and Southern US flavours.

To learn more visit [foodservice.eggs.ca](https://foodservice.eggs.ca)

