



For the love of egg breakfast sandwiches

If you don't have one on the menu, you're missing out. As one of the most popular entrées in Canada, they can be key to unlocking a new daypart or catering to health-conscious consumers.



Egg breakfast sandwiches are among the top growing foods

+8% or +51M

incremental orders vs. YA

Egg breakfast sandwiches are among the top 5 entrées at foodservice

Annual orders (in millions):



988

burger



845

chicken



703

sandwich/subs*



682

egg breakfast sandwich



451

pizza

Over 7 in 10 egg orders at foodservice are egg breakfast sandwiches



72%

vs. 62% in 2016

Egg breakfast sandwiches are a great fit for solo diners on-the-go



76%

consumed off-premise

61%

consumed when dining solo

All-day breakfast means 1 in 5 egg breakfast sandwiches are now consumed at lunch or later



AM



PM

80%

+5% vs. YA

20%

+25% vs. YA

Source: Ipsos FSM rolling 12 months ending July 2025. FSM has been in field every day since 2014 asking Canadians aged 16+ about what they ate and drank from Foodservice the previous day. Annual sample averages 25,000 completes per year.

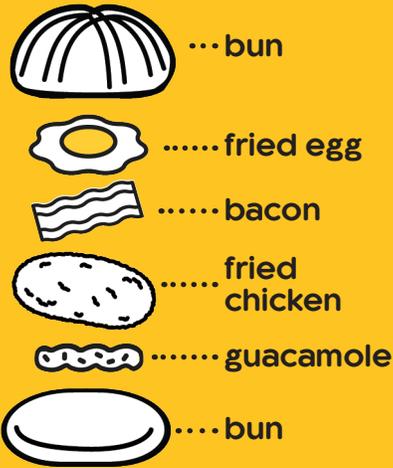
*Sandwiches excluding Egg Breakfast Sandwiches



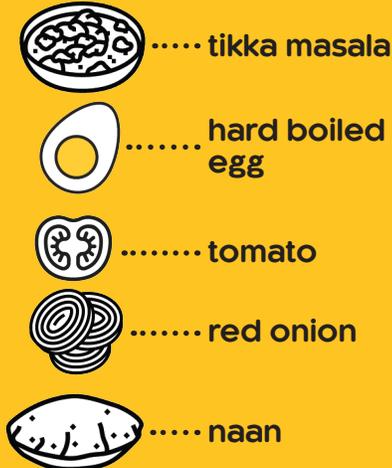
Eggs are the centre of a great sandwich

Start with eggs and bread, then get creative to match your menu style.

Fried Chicken & Egg Sandwich



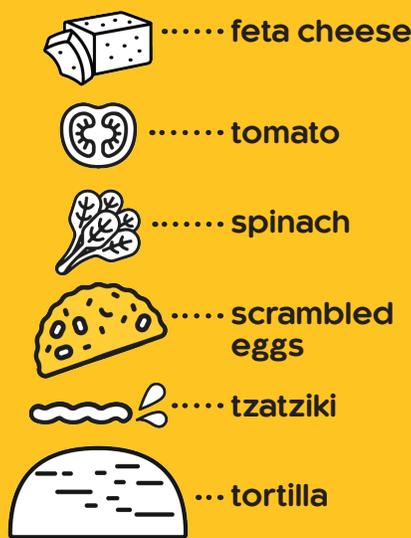
Tikka Egg Naan Wrap



Breakfast Fajitas



Greek-style Snack Wrap



A new era for eggs

Egg breakfast sandwiches over index with these generations.

16% Gen Z (16-27)
Index to other egg orders: 176

29% Millennials (28-43)
Index to other egg orders: 178

25% Gen X (44-58)
Index to other egg orders: 139

Why egg breakfast sandwiches?

They do what other entrées can't. Egg breakfast sandwiches are tasty and satisfying. They're an uncomplicated, convenient, health-conscious choice.

| | % Orders | Index |
|------------------|----------|-------|
| Keep me full | 20% | 156 |
| Help me focus | 18% | 176 |
| Give me energy | 12% | 138 |
| Stick to my diet | 9% | 137 |

Egg Breakfast Sandwiches Index to Non-Egg Entrées

Discover more egg breakfast sandwich recipes at

foodservice.eggs.ca