

On-Trend Items

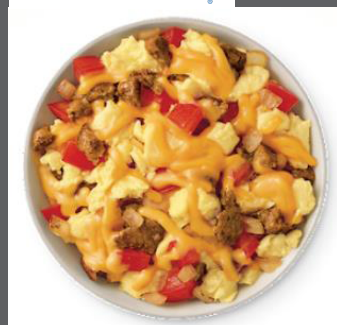
DUNKIN'



Brown Sugar Chipotle Bacon Breakfast Sandwich
*Returning Item - Jan 2019**
Caramelized brown sugar chipotle bacon – made with brown sugar and chipotle seasonings – along with egg and cheese served on a croissant.



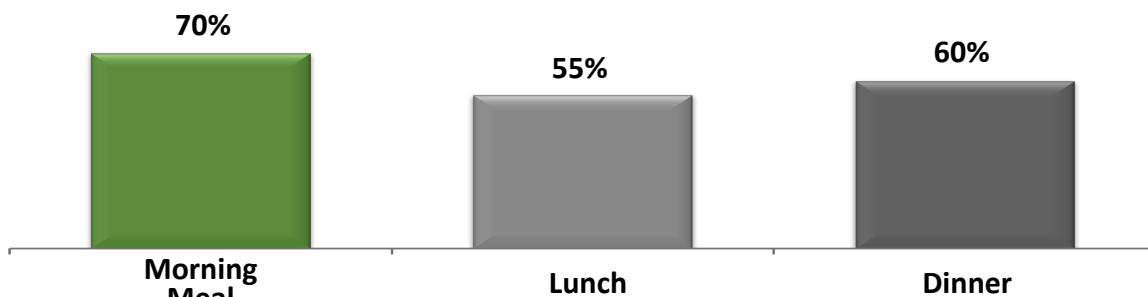
Social Breakfast Burrito
*Seasonal LTO - Jan 2019**
Egg whites, chicken breast, quinoa, black beans, kale, onions, Feta, Cheddar, Monterey Jack, smashed avocado and pico de gallo in a hearty-grain tortilla. Served with a side of warm salsa verde and fresh fruit.



Savory Sausage Breakfast Bowl
*LTO - Jan 2019**
Sausage, eggs, cheese, grilled onions and diced tomatoes.

Grab More Breakfast Business with Grab 'n Go!

% of Meals Consumed Off-Premises by Daypart[†]



Consumer Highlights

With 70% of all breakfast orders eaten off-premises, it's clear consumers are strapped for time in the morning! In fact, portability is more important in the morning than any other core daypart.[†] This fact makes delivery and grab n' go all the more important when planning your breakfast menu...

- Delivery has become a driving force with consumers who are truly looking to save time. Delivery of breakfast grew over 20% just this past year.[†]
- Over half (53%) of breakfast consumers say they are looking for something convenient when selecting a breakfast item.[†]
- Breakfast consumers would like to see more grab 'n go options - especially Millennials (40%) and Gen X (37%).[†]
- Breakfast Handheld orders have consistently grown each of the past five years...up 14% at the morning meal daypart since 2013.[†]

Menu Highlights

With portability and variety driving many of today's breakfast dining decisions, it is no surprise breakfast handhelds and breakfast bowls are showing up more on menus.[†]

- Breakfast Sandwiches are featured on over 50% of breakfast menus...up 4% this past year.[†]
- Breakfast Wraps/Burritos are found on 27% and have grown 5% on breakfast menus compared to a year ago.[†]
- Breakfast Bowls grew 90% on menus compared to a year ago.[†]
- Not only are Breakfast Handhelds and Bowls highly portable, but they can be easily customized to suit consumer cravings:
 - Allow consumers to pick their own carrier. Formats growing in popularity are tacos, quesadillas, brioche, French toast and pizza.[†]
 - Proteins gaining attention are fried eggs, poached eggs, chicken sausage, brisket, turkey sausage and fried chicken.[†]
 - Other flavors and ingredients trending up are bacon jam, hollandaise, chipotle, maple and avocado.[†]

Menu Inspiration

With the high consumer demand for quick, convenient & customizable, consider these innovative recipes to meet the need!

Fried Egg BBQ Brisket Sandwich



Flat Bread Wrap

