



2008 Breakfast Fast Facts

Breakfast Portability . . . Consumers want it "to go!"
Satiety . . . Consumers want to be full until lunch!
Health & Wellness . . . Make it good for me!
Meat . . . Breakfast is all about protein!

The Breakfast industry is big and growing!

- The restaurant industry is currently worth \$65 billion.
- Expected to grow to \$83 billion by 2015.
- Quick Service Market is worth \$14-\$24 billion annually. . .
Contributes 1/3 of its revenue to breakfast.

Consumers eat breakfast at many places:

- 74% of consumers prepare breakfast at home . . . They may eat it somewhere else i.e. car, work, school.
- 11% Skip it altogether.
- 7% eat at McDonalds, which serves 40% of the consumer's eating breakfast on the go!

Misc. Facts:

- Healthy items account for less than 10% of those listed by the top 250 Quick Casual Operators.
- 44% of consumers want breakfast ALL DAY!
- Portable breakfast sandwiches are big, with 73% of consumers ordering a breakfast sandwich when ordering out. Most requested meat when ordering:
 - #1 Bacon
 - #2 Sausage
 - #3 Ham

Ask How Wixon can Develop a Breakfast Innovation for you!