



# BREAKFAST SANDWICH

★★★★★

# MENU INSIGHTS



*Grilled Bacon, Sausage & Cheese Sandwich with Sweet Baby Ray's Barbecue Sauce*

These days, morning customers aren't just ordering crepes, they're enjoying ingredients more often associated with lunch and dinner. Keep a pulse on the increasing demand for unique breakfast sandwiches with insights from the latest Technomic Trend Report.



**71%**

of younger millennials purchase breakfast sandwiches at least once a month

**54%**

of older millennials enjoy eating food associated with lunch or dinner for breakfast

**51%**

of consumers would like to see more ethnic flavors offered at breakfast

# BREAKFAST SANDWICHES ARE DRIVING EXCITEMENT

**ALL DAY BREAKFAST IS TRENDING ↑**  
**35.2%** OF OPERATORS MENU BREAKFAST SANDWICHES.

## FASTEST-GROWING BREAKFAST SANDWICH DISHES



**HAM, EGG & CHEESE SANDWICH**

**6% GROWTH**

*Ham, Egg and Cheese Melt with Sweet Baby Ray's Kickin' Bourbon Wing Sauce & Glaze*



**BACON, EGG & CHEESE SANDWICH**

**5.2% GROWTH**

*Sweet Heat Breakfast Sandwich with Sweet Baby Ray's Hot Sauce*



**SAUSAGE, EGG & CHEESE SANDWICH**

**3.9% GROWTH**

*Grilled Bacon, Sausage & Cheese Sandwich with Sweet Baby Ray's Barbecue Sauce*

## FLAVOR INNOVATION IS STRONG AT BREAKFAST, WITH A VARIETY OF SWEET AND GLOBAL FLAVORS GROWING.

**51%**

**OF CONSUMERS WOULD LIKE TO SEE MORE ETHNIC ITEMS AND FLAVORS OFFERED AT BREAKFAST.**



*Korean Breakfast Sandwich with Sweet Baby Ray's Korean Barbecue & Wing Sauce*



*Farmer's Favorite Sandwich with Sweet Baby Ray's Jamaican Jerk Wing Sauce*

*Source: Technomic 2019 Consumer Trend Report*

**Let's talk sauce.** Visit us at [sbrfoodservice.com](http://sbrfoodservice.com) or call us: (800) 633-5800