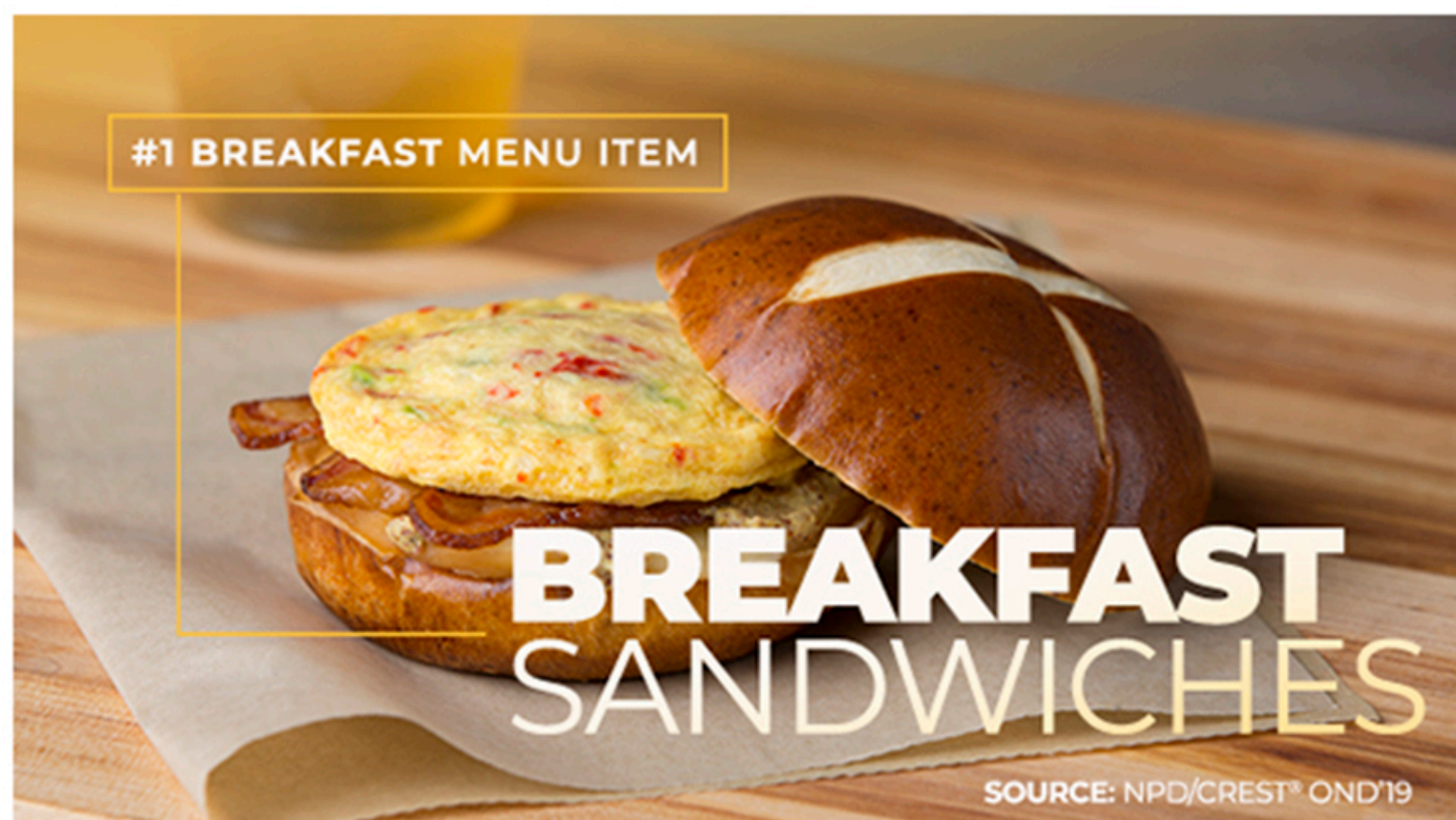


BREAKFAST SANDWICHES 101

WHY SANDWICHES?

The answer is simple. Breakfast sandwiches are the most popular item when eating breakfast away from home. Sandwiches dominate breakfast – because they’re easy to eat on the go or take along anywhere. From basic and affordable to indulgent and premium, breakfast sandwiches are comfort food. Diners pair them with a beverage, and it’s a meal for any time of day. Let’s not forget, sandwiches offer you advantages, as well, in terms of food cost, speed, ease of cooking and assembly.



A.M. SANDWICH STATS:


- **#1 Breakfast Menu Item: Breakfast Sandwiches**
(Source: NPD/CREST® OND'19)
- **According to top operators, breakfast handhelds are the best-selling items, followed by egg entrées**
(Source: Datassential Breakfast Keynote Report, October 2019)
- **Breakfast sandwiches are not just critical to places with a drive-thru, as most of the growth in breakfast sandwiches is coming from full-service**
(Source: Datassential Breakfast Keynote Report, October 2019)






MUST-HAVES

TOP 3 MOST POPULAR BREAKFAST SANDWICHES:

1. Bacon, egg and cheese
2. Sausage, egg and cheese
3. Ham, egg and cheese

Nearly every restaurant offering breakfast sandwiches has a variation of one or all of these. Of course, you can offer just a classic egg and cheese sandwich, as well. Having the basics is important, because in the consumer’s mind, according to Datassential, a ‘good breakfast sandwich’ hinges on having eggs, bacon and cheese.

 **MOST COMMON BREAKFAST EGG SANDWICH INGREDIENTS**

 CARRIERS	 PROTEINS	 CHEESES	 VEGGIES / FRUITS	 SAUCES / SPICES
Bagel	Sausage	Cheddar	Tomato	Mayo
Toast	Bacon	American	Onion	Aioli
Croissant	Ham	Swiss	Avocado	Salsa
Biscuit	Chicken Sausage	Mozzarella	Lettuce	
English Muffin	Turkey Sausage	Provolone		

Datassential Breakfast Keynote Report

BEST EGG PREPARATIONS FOR BREAKFAST SANDWICHES

- Fried (over-medium or over-hard)
- Scrambled
- Omelets are a great way to get inclusions and cheese into one preparation
- Bake up a sheet pan of eggs or frittata cut into squares and put on a sandwich
- Fold an omelet 4 x 4, diner style

EGG FORMATS AVAILABLE FOR USE IN BREAKFAST SANDWICHES

- Shell eggs
- Liquid eggs (whole egg, and egg white only to meet special dietary requests)
- Value-added egg patties (with veggie + meat inclusions)

SIGNATURE BREAKFAST SANDWICHES

Differentiate your restaurant with something no one else has. By putting a twist on a common sandwich element, you give customers a safe way to experiment, while still enjoying something familiar.

Get ideas from these creative twists now trending on menus:

(Datassential Breakfast Keynote)

- Nontraditional condiments or sauces (maple syrup, hollandaise, salsa verde)
- Vegetable toppings/components (arugula, roasted tomato, caramelized onion)
- Nontraditional carriers (donuts, eggs, lettuce)
- Global cheeses (cotija, Parmesan, Gouda)
- Premium meats (brisket, pork belly, prosciutto)

