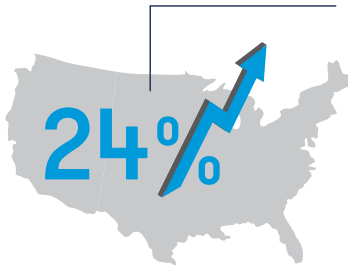


Americans Eating Breakfast Foods Throughout the Day



Research Summary

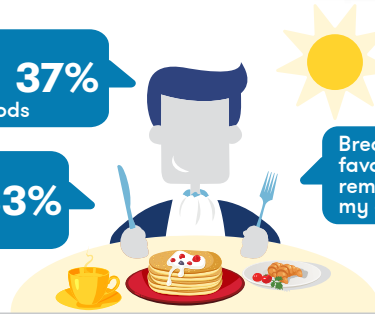


Nearly a quarter of **Americans (24%)** have been eating more breakfast foods than they normally would during the COVID-19 pandemic, with two in five (40%) of them saying it's because they have been seeking out comfort foods.

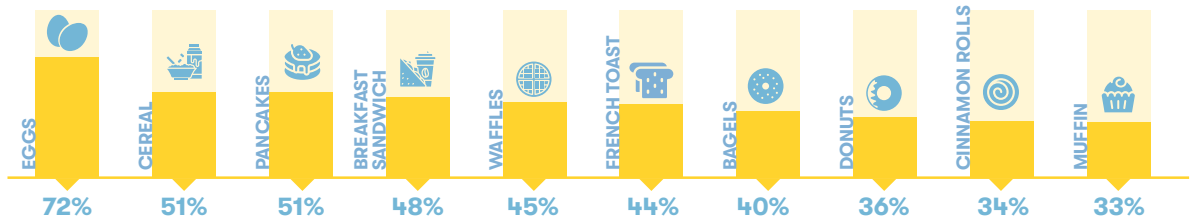
I've been craving my favorite breakfast foods **37%**

I want to eat something fun that brings me joy **33%**

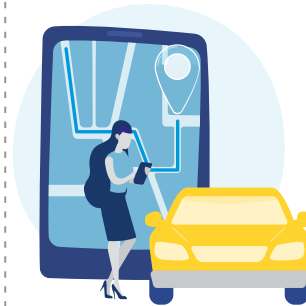
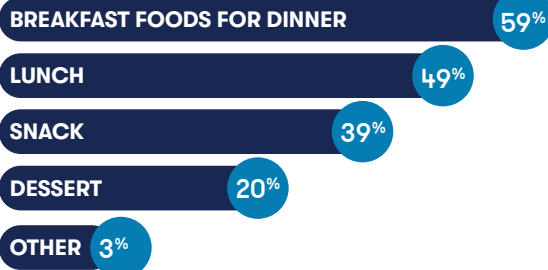
Breakfast favorites remind me of my childhood **24%**



Americans Top Ten Favorite Breakfast Foods

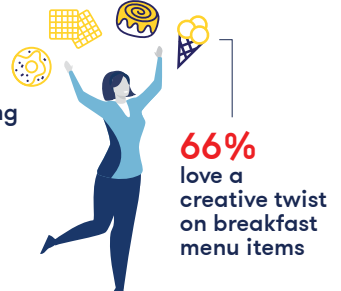
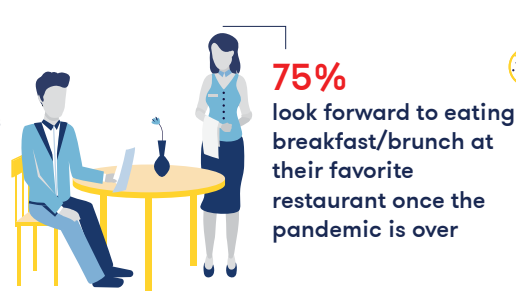
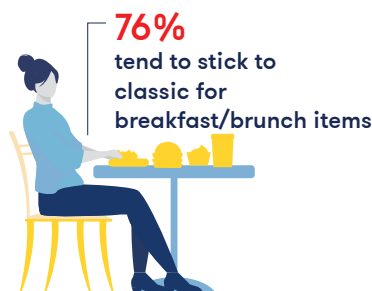


Over three quarters of **Americans (79%)** have eaten breakfast foods for meals other than breakfast in the past year.



Over a third of Americans (36%) would like to be able to purchase breakfast/brunch meal kits or "take and bake" breakfast items to make at home from their favorite restaurants; 27% plan to order breakfast/brunch to-go from a restaurant this spring and summer.

More than three in five Americans (62%) say that breakfast is their favorite meal of the day, and over half of Americans (56%) love breakfast food more now than they did a year ago.



- Serve breakfast all-day with a special menu of morning favorites or a signature breakfast item-of-the-day.
- Celebrate breakfast for dinner or "Brinner" with a limited-time-offer or buy-one-get-one free breakfast menu.
- Offer fun menu items with a breakfast flair (a grilled cheese doughnut) or give traditional breakfast foods and a new twist (biscuit avocado toast, cinnamon roll waffles).
- Introduce a menu of dessert items or "bresserts" made from familiar breakfast items (cinnamon roll cobbler, strawberry scone shortcake, ice cream waffle sandwiches, birthday cake pancakes).
- Offer tempting "take and bake" options for breakfast foods (tray of cinnamon rolls or muffins, a breakfast casserole to-go).
- Bundle breakfast foods together for a family brunch meal kit (biscuits and gravy, pancakes with sausage or bacon and fresh fruit, breakfast sandwiches with yogurt parfaits).