

Breakfast is back.


Tyson
FOODSERVICE



Consumers are coming back to their favorite comforting breakfast options and looking to create new routines that will make the most of their day. As breakfast business begins to rebound, it's more important than ever to stand out and build on that momentum in ways that will excite and delight both old and new breakfast customers.

39% 

of customers are reverting to pre-COVID-19 norms.¹

32% 

of foodservice occasions are in the morning and skew towards exploration and experimentation.²

47% of consumers enjoy eating breakfast foods at non-traditional times, up 4% from 2019.³



31% of consumers say the health claim they look for most is high in protein.³



49% 

of consumers say that **portable and easy to eat on the go** are of utmost importance when deciding what to order for breakfast.³



¹ IPSOS, n=1,000, 9/28/21 Q. Which one of the following phases do you feel best describes your current situation regarding the COVID-19 pandemic?

² Custom Consumer Needstate Analysis 2021 Based on all eatings (6-74yo) and represent % of occasions. Food Service occasion n=2,869.

³ Technomic Consumer Trends Report, Breakfast 2021



Jimmy Dean®

Make breakfast better than ever.

We're happy to provide you and your customers with a breakfast product portfolio from a trusted brand as well as the experience and insights that will help you forge new and strengthen old consumer connections. Whether it's an exciting, premium breakfast sandwich or a familiar favorite, we have a solution to help you build a better breakfast menu.

Jimmy Dean® brand has

94% 

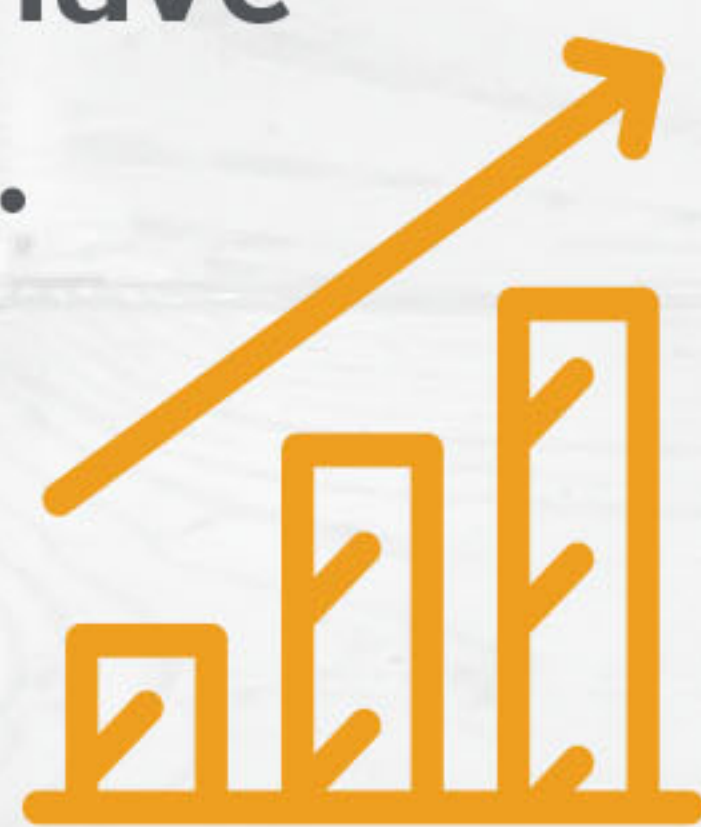
brand awareness⁴



Jimmy Dean® brand is the #1
branded breakfast sausage.⁵

Breakfast sandwiches
within commercial
foodservice have
grown 8% vs.
1 year ago.⁶

+8%



Breakfast Sandwich Premiumization

can help drive a higher check
size for the morning meal occasion.
Commercial foodservice menus with
breakfast sandwiches have a 13% higher
average check vs. 2 years ago.⁶



Breakfast sandwiches are
ranked #2 with consumers
(47%) as preferred
breakfast dishes.⁷

43% of patrons say that **affordable
menu items would encourage
weekday morning orders** and 39% say that
unique foods on the menu would do the same.⁸



Contact your Tyson Foodservice Representative or visit tysonfoodservice.com for
product information, resources and market-relevant solutions backed by trusted brands.



⁴ Tyson Proprietary Brand Health Tracking through Q3, FY21, favorite brand gap relative to top competitor, average across core categories

⁵ Nielsen Data, 2021 NPD Supply Track, 2021

⁶ NPD CREST L3 Months Ending August 2021

⁷ Technomic Breakfast Consumer Trend Report 2019

⁸ Technomic April 2021 Foodservice Planning Program survey, N = 1,000 18+

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