

FRESH EGGS & CASH BROWNS



Drive traffic and sales with all-day breakfast solutions from *McCain*® Foodservice.

Quiche Sliders with *McCain*® BabyCakes® (MCF03758)



The Opportunity



Product Solutions



Recipes



Promotional Ideas



Mexi-Breakfast Bowl with Redstone Canyon® Hash Brown Cubes (MCL03624)

As breakfast traffic continues to grow over every other daypart, get your share of the revenue by offering all-day breakfast. Use this guide to help prepare your menu, marketing and operations for success.

DID YOU KNOW?

3 out of 4 adults want restaurants to serve all-day breakfast.¹

Consumers are eating breakfast out **5x** more than they did 10 years ago.²



Almost **60%** would eat out more frequently if breakfast items were offered on more lunch and dinner menus.³

¹NRA Industry Forecast, 2016
²NPD CREST
³2018 Technomic



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With classic brands like *Ore-Ida® Tater Tots®*, and innovative products like Oatmeal Bites, *McCain® Foodservice* offers profitable, easy-to-menu choices for all-day breakfast.

McCain® Sea Salt & Black Pepper Seasoned Tots (1000006009) with a Monte Cristo Sandwich

MEET YOUR NEEDS WITH THE RIGHT PRODUCTS.

[SEE ALL PRODUCT RECOMMENDATIONS](#)

POTATOES

Ore-Ida Tater Tots

One of the fastest-growing potato categories thanks to its versatility as a side or ingredient. Tots have grown 53% in servings at breakfast.⁴

McCain Sea Salt & Black Pepper Seasoned Tots

Consistent quality with easy prep. No need to worry about back of house under- or over-seasoning, just the same great taste in every bite.

McCain® BabyCakes®

Lightly seasoned, fun-sized shredded potato mini pancakes that work as a topper or as an alternative to a traditional bun.

Ore-Ida Hash Brown Patties (Oval & Triangle)

The standard in formed potatoes. Perfect as a portable breakfast side or way to bring breakfast toppings to your burger menu.

McCain® Redstone Canyon® Skin-On Hash Brown Cubes

A craveable choice, with a new batter that consumers prefer more than ever. Skin-on hash brown cubes coated in a crispy, savory red batter. Ideal for breakfast or a signature side dish.

PREPARED FOODS

McCain Oatmeal Bites

A warm and comforting breakfast or snack with the flavors of real oatmeal. Available in Apple Cinnamon and Maple & Brown Sugar.

Grabitizers™ French Toast Sticks

A delicious and portable breakfast item or anytime snack, perfect for both on-the-go and on-premise guests who like to eat breakfast outside of traditional hours. Also available in whole wheat.

DID YOU KNOW?

Breakfast burgers have seen historic 4-year menu growth of **107%**, with Casual Dining leading the way.⁵

107%

⁴McCain Proprietary Study, 2014
⁵Datassential MenuTrends™



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The rise of all-day breakfast opens up a vast array of menuing opportunities. With just a few key ingredients, you can drive traffic and boost sales with items customers will return for again and again.



Redstone Canyon® Skin-On Hash Brown Cubes (MCL03624)

A.M. FOR THE P.M.

Breakfast ingredients are some of the most affordable, low-cost items on a menu. And when you add them to dinner items, it's easy to increase a dish's profitability while enhancing its appeal.

Stacked Texas Toast Burger

A juicy patty melt topped with sausage gravy, cheddar cheese and scallions with Texas toast and a generous side of savory, red-seasoned potato cubes.

TOTAL PLATE COST*	MENU PRICE	POTENTIAL PROFIT
\$3.00	\$10.99	\$7.99



McCain® Sea Salt & Black Pepper Seasoned Tots (1000006009)
Anchor® Breaded Wisconsin Cheese Curds (1000005885)

THE NONTRADITIONAL BREAKFAST

Traditional breakfast foods are proven winners, but unexpected spins with nontraditional ingredients are a great way to differentiate your offering.

Breakfast Poutine

Crispy Sea Salt & Black Pepper seasoned tots topped with real Wisconsin cheese curds, chopped green onions and drizzled with savory, authentic white sausage gravy.

TOTAL PLATE COST*	MENU PRICE	POTENTIAL PROFIT
\$2.20	\$7.99	\$5.79



Grabitizers™ French Toast Sticks (80003362)

BRUNCH IS BIG

Capture more of that coveted Millennial brunch crowd with special ingredients that elevate traditional dishes. Plus, you can make up to 10% more serving brunch over lunch.⁶

Pecan-Bacon French Toast

French toast sticks dusted with powdered sugar, and then drizzled with ancho-caramel sauce and topped with chopped pecans and candied bacon.

TOTAL PLATE COST*	MENU PRICE	POTENTIAL PROFIT
\$1.46	\$5.99	\$4.53

*Based on approximate total plate food costs including average distributor markup.

⁶NPD YE Feb '18



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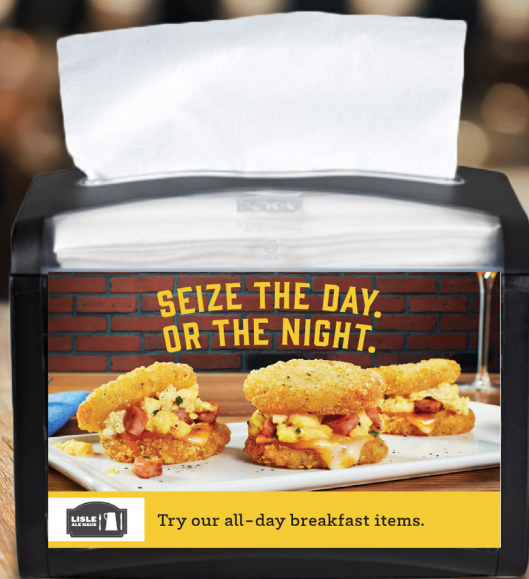


Recipes



Promotional Ideas

To drive traffic and sales, promote your all-day breakfast offering front of house. From table tents to napkin inserts, *McCain*® Foodservice offers a wide variety of custom materials to get you started.



MERCHANDISE ALL-DAY BREAKFAST TO GUESTS VIA:

- Table Tents
- Counter Cards
- Napkin Inserts
- Posters



47% of guests consider front-of-house signage before deciding what to order.⁷

⁷MenuTrends Appetizers Keynote

To access customizable all-day breakfast merchandising from *McCain*® Foodservice visit www.McCainUSAFoodservice.com/AllDayBreakfastMerchandising



The Opportunity



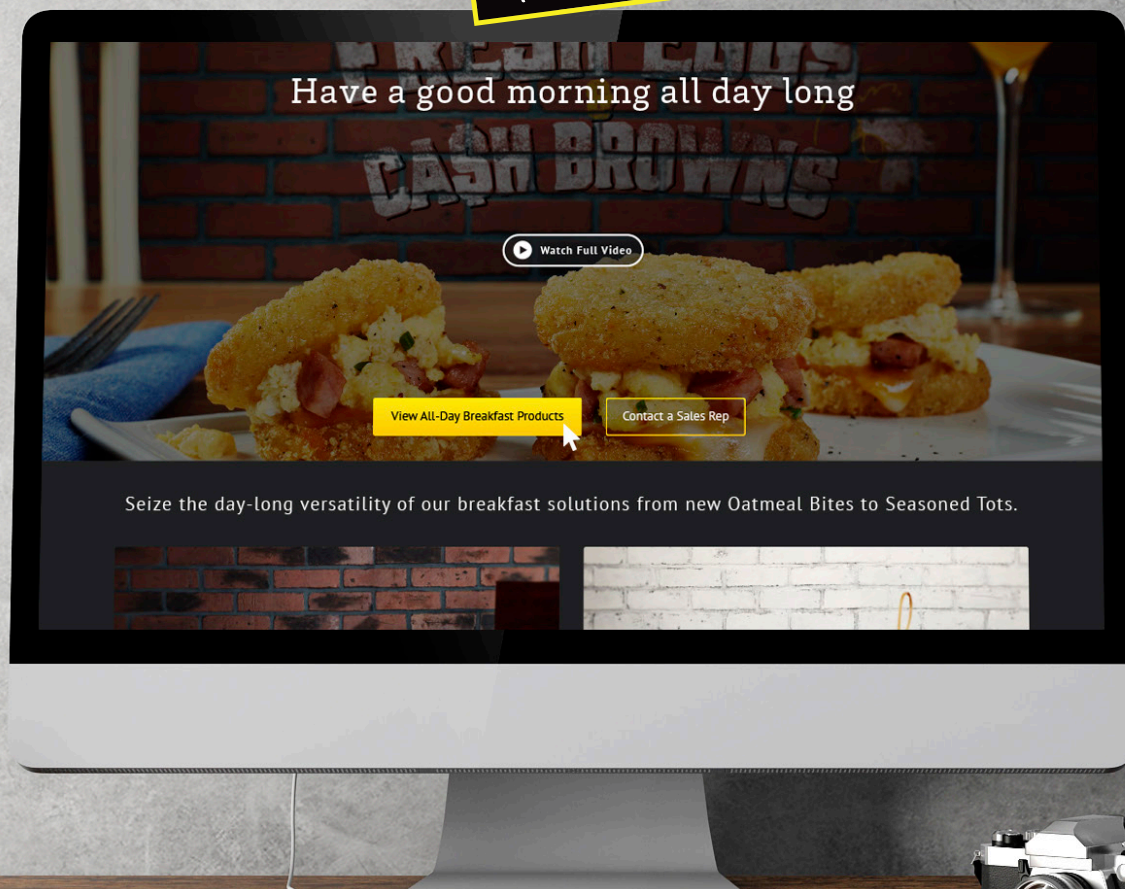
Product Solutions



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MAKE BREAKFAST THE MOST IMPORTANT MEAL OF THE DAYPARTS WITH INSPIRATION AND SUPPORT FROM **McCain®** FOODSERVICE.

Visit www.McCainUSAFoodservice.com/AllDayBreakfast for crowd-pleasing all-day breakfast products, recipe ideas, and merchandising.

- [All-Day Breakfast Products](#)
- [All-Day Breakfast Menu Ideas](#)
- [Product Trial Rebate](#)

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