McCain Foodservice

FRESH EGGS & CASH BROWNS

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

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

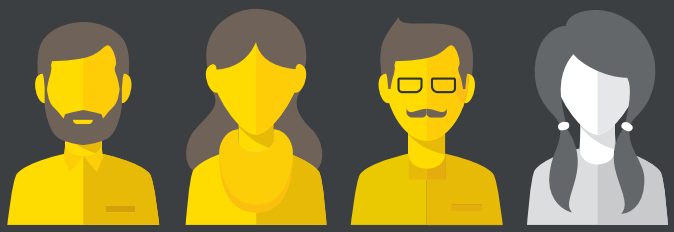
The Opportunity
Product Solutions
Recipes
Promotional Ideas

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]

[1]NRA Industry Forecast, 2016
[2]NPD CREST
[3]2018 Technomic

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.

***McCain®* Signature Hash Brown Cubes**
Classic cubed potatoes brined for best flavor. Natural cut creates an authentic house-made appearance. Ideal as an all-day side or as the base of skillet dishes.

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]

[4]McCain Proprietary Study, 2014
[5]Datassential MenuTrends™

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.

Heart Attacker 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]

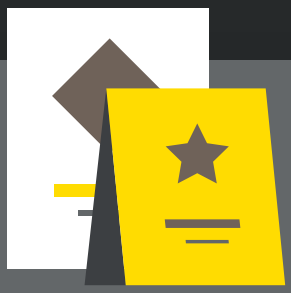
Pecan-Bacon French Toast

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.
[6]NPD YE Feb '18

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.



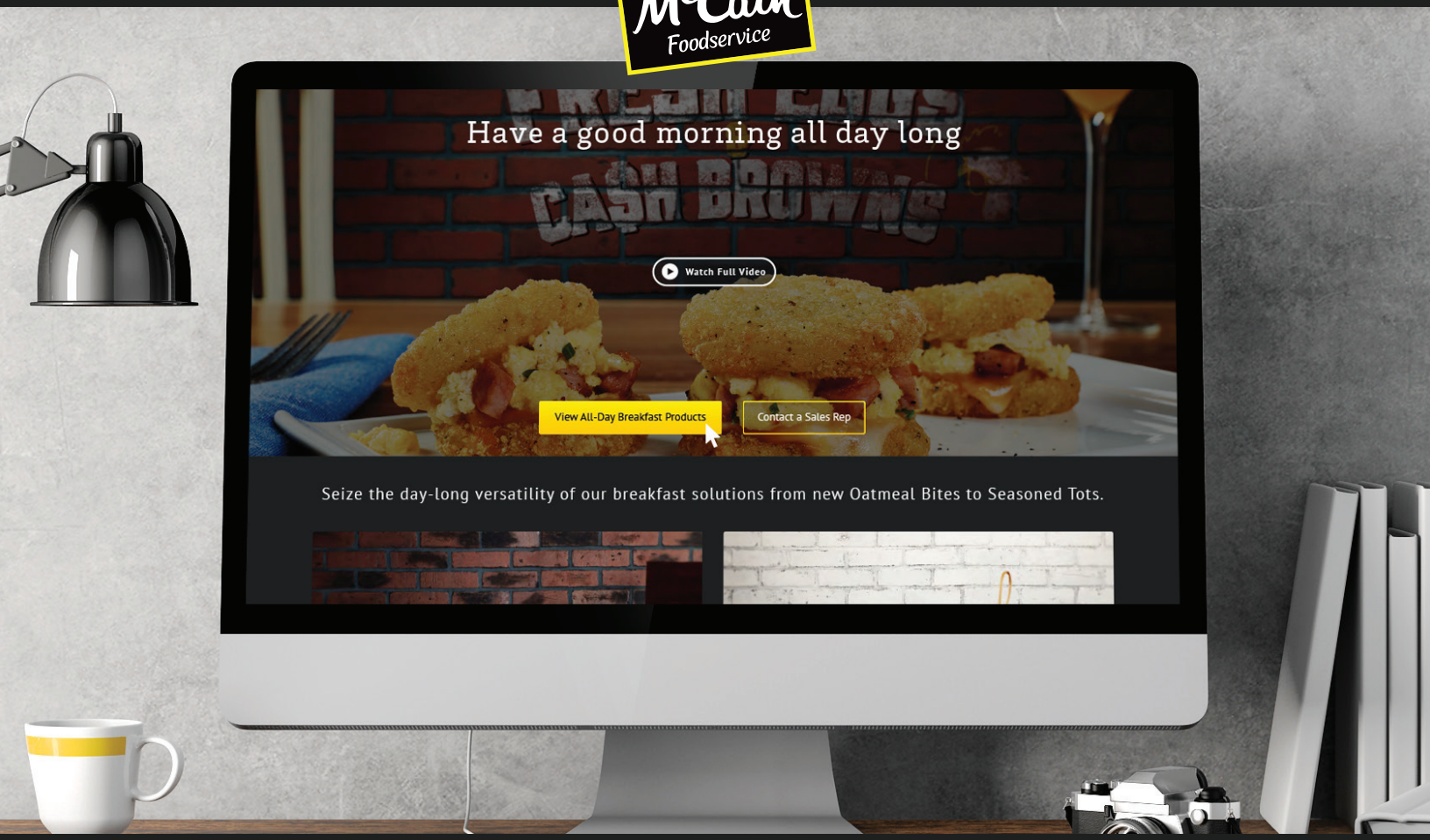
MERCHANDISE ALL-DAY BREAKFAST TO GUESTS VIA:

- Table Tents
- Counter Cards
- Napkin Inserts
- Posters

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

[7]MenuTrends Appetizers Keynote

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



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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