



when the
WORLD
turned upside
NMOD

Breakfast to go as a growth driver

Even though the world has been turned upside down, people still enjoy eating out for breakfast. Take-away breakfast especially is still the biggest growth driver for the first meal of the day. To profit from this, however, you should be aware of some customer preferences. For example, the fact that people don't necessarily have breakfast bright and early.

This is because flexible working hours result in flexible mealtimes: 42% will even eat breakfast components for dinner. Or the demand for international specialities:

Mexican with burritos and tostadas, Korean with kimchi or Italian with pesto (even in a croissant) are becoming increasingly popular.

Another favourite: photogenic food and photogenic atmosphere, because it all has to be Instagram-able. Especially when breakfast is eaten in, it pays off to think

about the shape and colour of the food, and how it is plated, because 72% of Instagram users will buy a product they have seen on this channel.

In summary, it can be said that quality plays an increasingly important role at breakfast. Companies such as RATIONAL

have recognised this and developed cooking systems and concepts to support the hospitality industry when it comes to breakfast. The intelligent combi-steamer iCombi Pro can therefore be used to cook breakfast specialties with minimal

effort, even with untrained staff and with consistently high quality. With the help of individually tailored concepts, the existing food selection can easily be expanded with delicious breakfast options.

The company provides additional free information at au.getready2021.com.

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