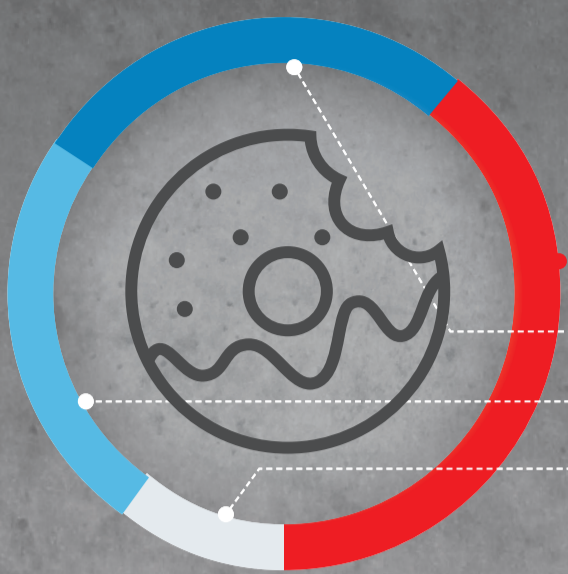


What your guests like.



when the
WORLD
turned upside
NMOD



Main breakfast types

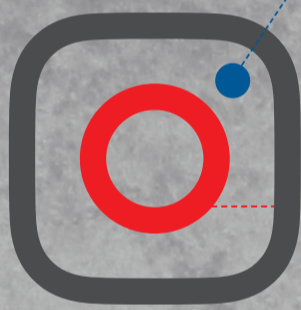
- 39% **English breakfast**
- 26% Continental breakfast
- 24% Sparkling wine breakfast
- 10% Sport Breakfast

Consumer breakfast trends

- › **Eating patterns are shifting:** Having snacks or light meals throughout the day
- › **Quality, value, convenience and prompt service:** 12% miss their out of home breakfast in times of the Covid-19 pandemic



Celebrating Instagram



26%
of Instagram users make more than \$75,000 a year

72%
of Instagram users have purchased a product they saw on Instagram

- ➔ **It's your turn:**
 - › Color, shape, and size of ingredients on the plate
 - › Distinctive vessels
 - › Service touchpoints
 - › Pay attention to the garnish

Tastes are different

34% of consumers prefer dishes with new or innovative flavours/ingredients.

Globalisation of consumer tastes:

- › **Mexican** with breakfast burritos and tostadas
- › **Pesto** is the fastest-growing brunch flavor
- › **Kimchi** increased four-fold on breakfast menus in a four-year span



Time is relative

42% are open to having breakfast for dinner or dinner for breakfast

Brunch becomes an all-day event

- ➔ **What's in it for you:** Extension of meal service window.