

# What your guests like.



when the  
WORLD  
turned upside  
DOWN

## Main breakfast types



- › English breakfast
- › Continental breakfast
- › American breakfast
- › Indian breakfast
- › Customised 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



## Instagram friendly



A large percentage of Instagram users 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