

# BREAKFAST ON-THE-GO CONSUMPTION TAKES OFF



Where Good Taste Begins™

Consumers are busier than ever, and operators are working hard to keep up with the demand. As a result, portable breakfasts are on the rise.



Portable breakfasts mean quick, convenient visits.



65%

of coffee café patrons say that **fast service** is highly important.

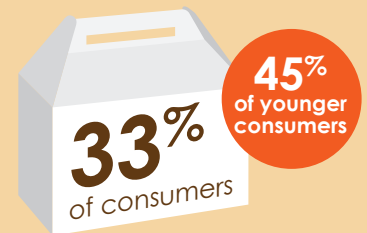
In fact, portability is a big traffic driver for weekday breakfast sales.

45%

of consumers say that when choosing a breakfast item from a restaurant during the week, it's important or extremely important that it be **portable/easy to eat on the go**.



And that's because a lot of the time, they're not dining in.



are interested in **portable packaging** for breakfast items, as they would like the ability to pick up breakfast and transport it to their destination.

## As for what they're ordering, baked goods reign supreme.

"If this food was available to order for breakfast or brunch at a bakery or coffee cafe, I would order it at least occasionally"

