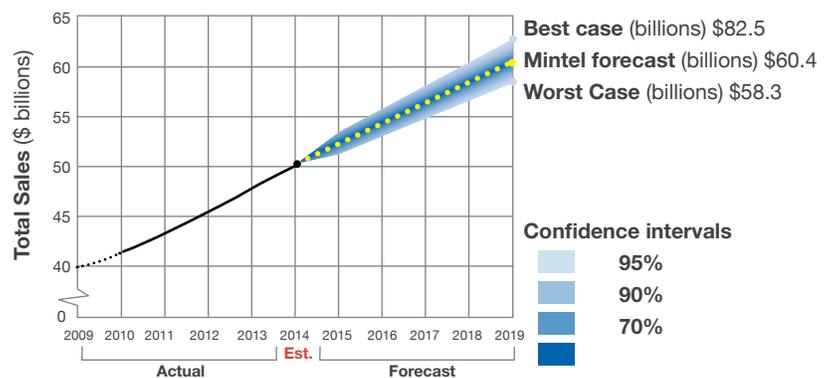




# Breakfast is the Fastest Growing Daypart



## Forecast of US Restaurant Breakfast Sales<sup>1</sup>



## The Trends Are Clear:

- Breakfast all day<sup>1</sup> is the fastest growing daypart<sup>2</sup>.

## The Pinnacle Food Service Guarantee

Add Pinnacle Food Service breakfast items to your lunch and/or dinner menu, and you'll:

- Increase traffic
- Attract new customers
- Increase profits

**We guarantee it – or breakfast is on us!<sup>3</sup>**

<sup>1</sup> Mintel Group, "Breakfast Trends at Home and Away: The Morning Meal at Any Time", September 2015

<sup>2</sup> The NPD Group, "Classic Breakfast Fare Ride the Wave of Breakfast Visit Growth at Foodservice", October 2015

<sup>3</sup> One free case of Aunt Jemima®, Lender's®, Log Cabin®, or Mrs. Butterworth's® product.

# Breakfast Anytime Program Elements

## Here are all the tools you'll need to serve Breakfast Anytime!



- **Menu Idea Guide** – Recipes and menu ideas for breakfast and beyond.
- **Menu Contest** – Share your menu ideas and get a free case of product just for entering. You could win up to \$1000 for you PLUS \$1000 for your local food bank!

- **Menu Branding Allowance Program** – Get \$150 back when you feature Log Cabin® or Mrs. Butterworth's® syrup on your printed menu.



- **Earn Double Foodservice ProPoints®** – Earn DOUBLE POINTS when you buy from more than one Pinnacle product category!



- **Online Calendar** – Discover holiday and seasonal menu suggestions along with all-day breakfast menu ideas and promotion reminders.



Visit [www.pinnaclebreakfastanytime.com](http://www.pinnaclebreakfastanytime.com) to access the online calendar, program details, submission forms, and much more!

