



BREAKFAST TO-GO IS HOT

- NPD research indicates that servings of breakfast foods are up by 64 percent over the past five years ¹
- According to NPD data, nearly half of all orders (46%) of breakfast foods during non-morning meals include a breakfast sandwich. Bonnie Riggs, restaurant analyst for The NPD Group says, **“It’s all about grab-n-go.”** ²
- Breakfast is now a \$40 billion category. According to Joe Pawlak, vice president of Technomic, **“breakfast-food costs are lower than any other day part, so that means it can be more profitable if you do it correctly.”** ³

THE MUSHROOM CONSUMER

*NPD Group: National Eating Trends

- Tends to have higher HH income (\$70k+)
- Young couples
- Empty nesters
- Equally split between males and females
- Highest consumption among “Busy Urbanites” and “Health Maintainers”

CONSUMERS CAN'T GET ENOUGH MUSHROOMS

- Retail sales up 4% in 2006 ⁴
- Mushroom menu mentions at chains are up 19.2% since 2003 ⁵
- 21% of all top 200 chain mushroom items are sandwiches ⁶
- Chefs ranked mushrooms “perennially hot” in a recent survey ⁷

CASH IN ON THE CRAVING...

- Meet consumer demand for flavorful, portable breakfasts
- Provide a meatless alternative for guests
- Put a “Healthy Halo” on the menu
- Differentiate from the competition



¹ NPD Group, April 2007

² Ibid.

³ Technomic, 2006

⁴ Fresh Facts Category Management Data, 2007

⁵ Chain Account Menu Survey, 2004, 2006

⁶ Chain Account Menu Survey, 2006

⁷ National Restaurant Association, “What’s Hot...What’s Not Survey,” 2006