

Get a Jump Start on Breakfast

MAKE YOUR MORNING SHINE

Rising Consumer Interest in Breakfast



Business-Boosting Baked Goods

Otis Spunkmeyer[®]

At Otis Spunkmeyer®, we understand your need for turnkey solutions that deliver profit. This guide offers trends and insights into the restaurant industry's fastest growing daypart—breakfast. Let us show you how easy it is to make your mornings shine with a menu that customers will want to wake up for.

Rise to the Breakfast Occasion

Breakfast restaurant sales total over \$26 billion and are expected to grow 17% from 2010 to 2015.¹ Twelve billion breakfast meals are served at commercial restaurants alone²—this represents a huge opportunity for you!

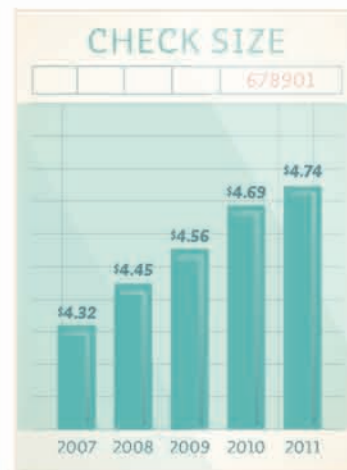
U.S. Breakfast Restaurant Sales



\$ In Millions, at inflation-adjusted prices
Source: Mintel Breakfast Restaurant Trends, February 2011

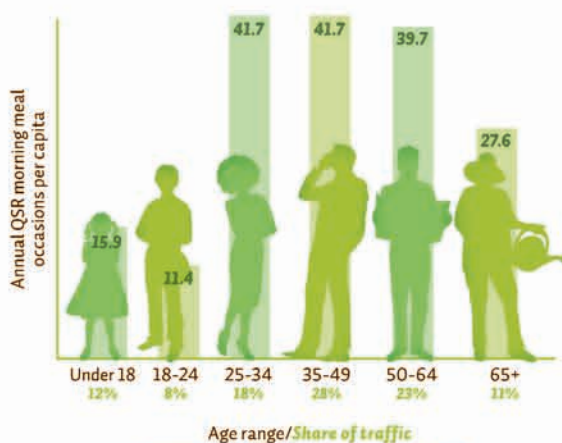
Growing Traffic, Growing Check Size

Over the past 4 years, breakfast is the only major foodservice daypart to experience traffic growth, and morning meal check sizes continue to grow as well!³



Years ending March 2007–March 2011
Source: The NPD Group/CREST® Nominal growth

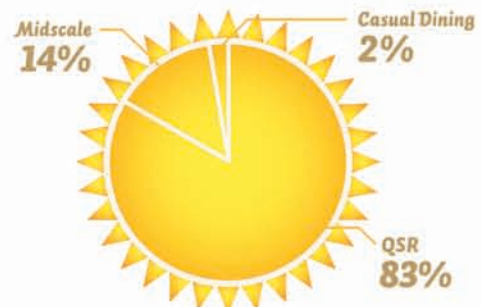
Everyone's Hungry for Breakfast



Age range/Share of traffic
Source: The NPD Group/CREST® year ending March 2011

Where U.S. Consumers Buy Breakfast Away from Home

The rise of breakfast at quick-serve restaurants is fueling morning meal growth.



Distribution of morning meal traffic by restaurant segment
Source: The NPD Group/CREST® year ending March 2011

¹Mintel Breakfast Restaurant Trends, February 2011
²The NPD Group/CREST® year ending March 2010
³The NPD Group/CREST® year ending March 2011

Satisfy Consumers' Morning Cravings

Consumer "need states" influence their breakfast choices:



**Better-For-You
Choices**



Indulgence



Variety



Value



Portability



Better-For-You Choices

Consumers are looking for wholesome breakfast menu options that taste great, and are willing to pay more for good solutions. Offer better-for-you items for better profits.

SIMPLE SOLUTIONS TO SATISFY

Provide the sweet baked goods consumers crave with better-for-you benefits such as whole grain, low fat, and fruit.

- Otis Spunkmeyer® Tasty Grains Fresh Baked Bars are made with 100% whole grain, making them both wholesome and delicious
- Otis Spunkmeyer Supreme Triple Berry Whole Grain Muffins are enticing to this health-conscious crowd
- Otis Spunkmeyer Low Fat Muffins, with a variety of flavors, offer a better-for-you way to wake up
- La Francaise® Whole Wheat Croissants are made with 100% whole grain



Indulgence

Consumers are still seeking indulgence, so offer breakfast items that satisfy their need to treat themselves. Increase check averages and profits from indulgence-seekers willing to pay for premium items.

SIMPLE SOLUTIONS TO SATISFY

Satisfy consumers' desire for indulgence with a wide range of Otis Spunkmeyer breakfast items made with the very best ingredients.

- La Francaise 100% Butter Croissants are made in the time-honored European tradition
- Otis Spunkmeyer Supreme Muffins are bursting with rich fruits, nuts, or chocolate; complemented with an attractive tulip cup liner
- Otis Spunkmeyer Supreme Danish and Cinnamon Rolls satisfy those with a sweet tooth
- Pennant® Puff Pastry is perfect for making breakfast signatures such as turnovers and fruit bites





Variety

Not all consumers eat alike. To satisfy your customers' various needs, be sure to offer a range of menu choices. You'll satisfy your consumer demographics and encourage repeat visits and purchases that will optimize your breakfast growth potential.

SIMPLE SOLUTIONS TO SATISFY

Offer a variety of Otis Spunkmeyer® ready-to-serve sweet and/or savory baked goods to meet all of your customers' needs.

- Everyone loves muffins so make sure to offer a variety of popular Otis Spunkmeyer Muffins
- Otis Spunkmeyer Cinnamon Rolls and Danish come in individually-wrapped and bulk packaging and are a great way to add variety to your menu
- La Francaise® Croissants and Pennant® English Muffins are a great option for customers seeking a more savory solution. Pair with a protein for a great breakfast sandwich.



Value

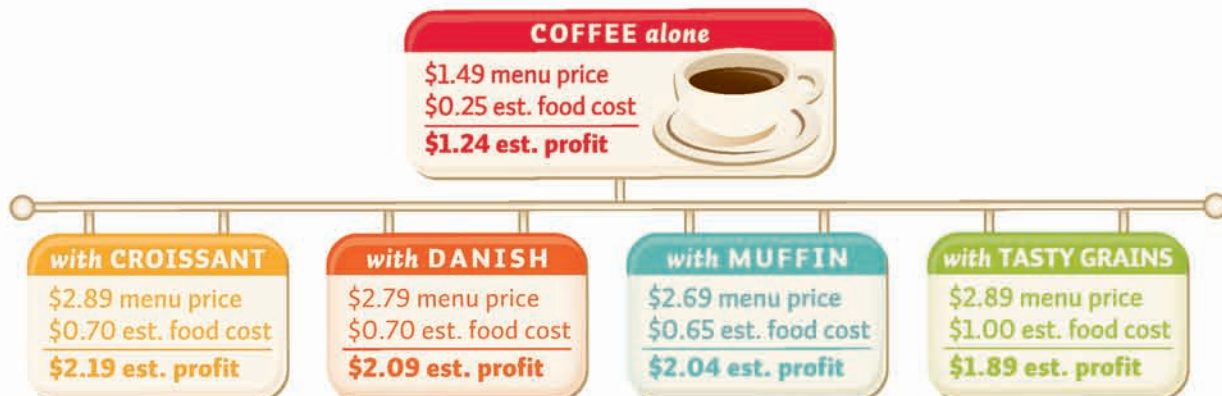
No matter what the daypart, consumers want to feel they're getting their money's worth. Bundling breakfast menu items into value or combo meals is a great way to offer value while increasing your check averages and profits.

SIMPLE SOLUTIONS TO SATISFY

Bundling Otis Spunkmeyer baked goods with high-profit beverages is a "win-win" for you and your customers.



Make Bundles of Profits





Portability

Consumers are looking for on-the-go meal solutions to help them manage their busy lives. Consumer ordering behavior demonstrates this need: 68% of restaurant morning meals are ordered to-go and 29% are eaten in the car.¹ You can capitalize on this on-the-go trend by offering portable breakfast items.

Consumers are Looking for Breakfast Solutions On-the-Go



Distribution of morning meal restaurant traffic
The NPD Group/CREST® year ending March 2011

SIMPLE SOLUTIONS TO SATISFY

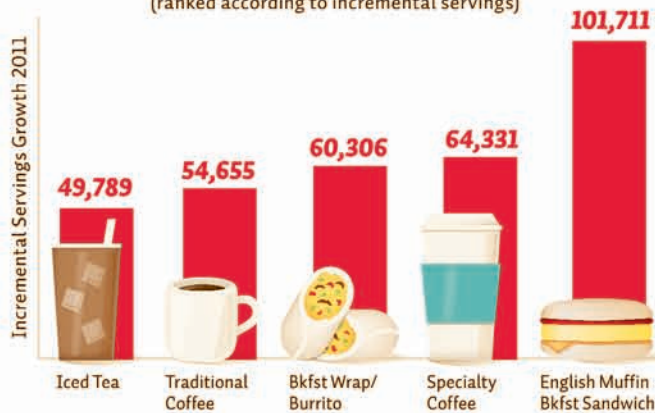
Providing portable options will keep loyal customers coming back and bring in more on-the-go traffic.

- Otis Spunkmeyer® muffins are “grab-n-go easy” for carry-out and a must for your breakfast offering
- Otis Spunkmeyer individually wrapped baked goods make satisfying consumer needs for portability easy for your operation
- Breakfast sandwiches provide a perfect portable option for consumers, and demand continues to grow year after year. In fact, 13.7% of all sandwiches ordered in restaurants today are breakfast sandwiches!¹
 - La Francaise® Croissants and Pennant® English Muffins are the perfect breakfast sandwich carriers



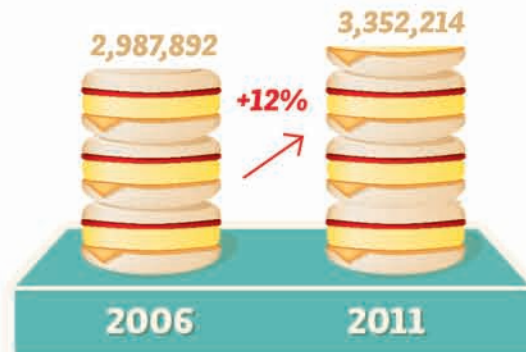
Industry Morning Meal Growth Top 5 Food & Beverage Items

(ranked according to incremental servings)



Source: The NPD Group/CREST® year ending March 2011

Breakfast Sandwich Growth



12 month period, ending in March each year

Source: The NPD Group/CREST®

How can we help you?

Product Solutions

Otis Spunkmeyer® offers a wide variety of quality baked goods designed to meet the needs of your customers and your operation!



Better-For-You Choices

Tasty Grains Bars
Whole Grain Muffins
Low Fat Muffins
Whole Wheat Croissants



Indulgence

All Butter Croissants
Chocolate Croissants
Supreme Muffins
Supreme Danish
Cinnamon Rolls
Puff Pastries



Value

Muffins
Danish
Cinnamon Rolls
Croissants



Portability

Muffins (Regular and IW*)
Danish (IW*)
Croissants (Breakfast Sandwich)
English Muffins (Breakfast Sandwich)

*Individually Wrapped

Merchandising and Equipment Solutions

When you decide to take advantage of the breakfast daypart growth, be sure to tell your customers about it! Promote your morning offerings with attention-getting merchandising and equipment solutions.

SIMPLE SOLUTIONS TO SATISFY

Use these attention-grabbing ways to make your baked goods irresistible to your customers.

- Counter-top merchandising displays
- Point-of-purchase materials, including table tents, counter cards, static clings, and posters



Table Tent 17526
Poster 17525



Partnership

Otis Spunkmeyer can help you optimize your breakfast daypart and capture your fair share of breakfast traffic.

TOGETHER WE CAN:

- Drive traffic
- Attract new customers
- Increase check averages
- Build customer loyalty
- Solve operational challenges

To learn more; contact your Otis Spunkmeyer sales representative, call 1-888-ASK-OTIS, or visit otisallday.com.