At Otis Spunkmeyer, we understand your need for bakery solutions that deliver profit. This guide offers trends and insights into the restaurant industry's fastest-growing daypart—breakfast. Let us show you how 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 $36 billion and are expected to grow 27% from 2010 to 2013. Twelve billion breakfast meals are served at commercial restaurants alone—this represents a huge opportunity for 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-Better Croissants
  - Chocolate Croissants
  - Supreme Muffins
  - Supreme Danish
  - Compass Rolls
  - Puff Pastries

- **Value**
  - Muffins
  - Danish
  - Danish Strips
  - Danish Sandwiches
  - English Muffins

- **Portability**
  - Muffins, Regular and Jumbo
  - Danish Strips
  - Croissants (Breakfast Sandwiches)
  - Danish Sandwiches
  - English Muffins (Breakfast Sandwiches)

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 displays
  - Point-of-sale materials, including table tents, counter cards, static clings, and posters

Partnership

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

**Together We Can**

- Drive traffic
  - Attract new customers
  - Decrease daypart
  - Build customer loyalty
  - Solve operational challenges

To learn more, contact your Otis Spunkmeyer sales representative, call 1-888-ASK-OTS, or visit otisspunkmeyer.com.

Get a Jump Start on Breakfast

MAKE YOUR MORNING SHINE

Business-Breathing Baked Goods
At Otis Spunkmeyer®, we understand your need for bakery solutions that deliver profit. This guide offers trends and insights into the restaurant industry’s fastest growing daypart—breakfast. Let us show you how 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 $36 billion and are expected to grow 27% from 2010 to 2015. Twelve billion breakfast meals are served at commercial restaurants alone—a huge opportunity for you!

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.

- Delicious & Indulgent
- All-Better Croissants
- Chocolate Croissants
- Supreme Croissants
- Supreme Danish
- Concession Rolls
- Puff Pastries
- Value & Portability
- Muffins
- Danish
- English Muffins
- Croissants
- Danish (3 sizes)
- Concession (breakfast sandwich)
- Supreme Danish (breakfast sandwich)
- Extra-Fresh, Extra-Portable

Merchandising and Equipment Solutions

When you decide to take advantage of the growth and 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 methods to make your baked goods irresistible to your customers.
- Counter top merchandising displays:
  - Point of purchase materials, including table tents, counter cards, static cling, and posters
- Counter top case merchandising:
  - Point of purchase materials, including table tents, counter cards, static cling, and posters

Partnership

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

Together we can:
- Drive traffic: Attract new customers: Decrease shopper fatigue
- Build customer loyalty: Solve operational challenges

To learn more, contact your Otis Spunkmeyer sales representative, call 1-888-ASO-OTIS, or visit otissmiley.com.

Get a Jump Start on Breakfast

MAKE YOUR MORNING SHINE

Business-Breathing Baked Goods

Revealing Market Insights & Breakfast

Muffins, Pastries, Croissants

Early morning consumption of Pastries, Muffins, and Croissants

The more cannibalized snacks are eaten, the bigger the missed daypart growth.
Satisfy Consumers’ Morning Cravings
Consumer “need states” influence their breakfast choices:

Indulgence

Value

Portability

Better-For-You Choices

Simple Solutions to Satisfy

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.

- Ots Spukenmave® Sunny Gran® Fresh Baked Bars are made with 100% whole grain, making them both wholesome and delicious.
- Ots Spukenmave® Triple Berry Whole Grain Muffins are an inviting to this health-conscious crowd.
- Ots Spukenmave® Low Fat Muffins, with a variety of flavors, offer a better-for-you way to wake up.
- La Fourme® Whole Wheat Croissants are made with 100% whole grain.

Value

No matter what the décor, consumers want to feel they’re getting their money’s worth. Brandon breakfast menu items such as chili or combo meals is a great way to offer value while increasing your check averages and profits.

Simple Solutions to Satisfy

Satisfy consumers’ desires for indulgence with a wide range of Ots Spukenmave breakfast items made with the very best ingredients.

- La Fourme® 100% Butter Croissants are made in the time-honored French tradition.
- Ots Spukenmave® Supreme Muffins are bursting with rich nuts, nuts, or chocolate, complemented with an attractive top-sip liner.
- Ots Spukenmave® Supreme Danish and Cream Roll satisfy those with a sweet tooth.
- Puff Pastry is perfect for making breakfast signatures such as turnovers and fruit tarts.

 Variety

Simple Solutions to Satisfy

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

Simple Solutions to Satisfy

Offer a variety of Ots Spukenmave® ready-to-eat sweet and/or savory baked goods to meet all of your customers’ needs. All on the go!

- Everyone loves muffins so make sure to offer a variety of popular Ots Spukenmave® Muffins.
- Ots Spukenmave® Cinnamon Rolls and Danish come individually-wrapped and foil packaging and are a great way to add variety to your menu.
- La Fourme® Croissants and Pain® English Muffins are a great option for customers seeking a more savory option. Pair with a protein for a great breakfast sandwich.

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 meals ordered are ordered to-go and 29% of us are on the go.

Simple Solutions to Satisfy

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

- Ots Spukenmave® muffins have “grab-’em-go-ways” for carry-out and a must for your breakfast menu.
- Ots Spukenmave® individually-wrapped baked goods make satisfying consumer needs for portability easy on your operation.
- Breakfast sandwiches provide a perfect portable option for consumers, and demand continues to grow year after year. In fact, 32.7% of all sandwiches ordered in restaurants today are breakfast sandwiches!

- La Fourme® Croissants and Pain® English Muffins are the perfect breakfast sandwich carriers.
Satisfy Consumers’ Morning Cravings

Consumers “need states” influence their breakfast choices:

**Indulgence**

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

**Value**

No matter what the budget, consumers want to feel they’re getting their money’s worth. Breakfast food menu items offer value or complete meals is great to offer value while increasing your check averages and profits.

**Variety**

Not all consumers eat at home. 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.

**Portability**

Consumers are looking for on-the-go medal solutions to help them manage their busy lives. Consumer ordering behavior demonstrates this need. 68% of restaurant meals ordered are ordered to-go and 26% are eaten in the car. You can capitalize on this on-the-go trend by offering portable breakfast items.

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**Simple Solutions to Satisfy**

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

- **Egg Nog**
  - 100% whole-grain
  - Low-fat, low-sodium

- **Cinnamon Raisin Bagels**
  - 100% whole-grain
  - Low-fat, low-sodium

- **Raisin Bran Muffins**
  - 100% whole-grain
  - Low-fat, low-sodium

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**Simple Solutions to Satisfy**

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

- **French Frangipane**
  - 100% whole-grain
  - Low-fat, low-sodium

- **Spunkmeyer Supreme Muffins**
  - 100% whole-grain
  - Low-fat, low-sodium

- **Spunkmeyer Supreme Danish and Creamers Rolls**
  - 100% whole-grain
  - Low-fat, low-sodium

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**Simple Solutions to Satisfy**

Offer a variety of Otis Spunkmeyer ready-to-eat sweet and savory baked goods to meet all of your customers’ needs.

- **Cookies**
  - 100% whole-grain
  - Low-fat, low-sodium

- **Spunkmeyer Cinnamon Rolls and Danish**
  - 100% whole-grain
  - Low-fat, low-sodium

- **Raisin Bran Muffins**
  - 100% whole-grain
  - Low-fat, low-sodium

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**Simple Solutions to Satisfy**

Bundle Otis Spunkmeyer baked goods with high-profit beverages for carry-out orders for your customers.

- **Coffee**
  - 100% whole-grain
  - Low-fat, low-sodium

- **Tea**
  - 100% whole-grain
  - Low-fat, low-sodium

- **Milk**
  - 100% whole-grain
  - Low-fat, low-sodium

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**Simple Solutions to Satisfy**

Provide portability options to keep loyal customers coming back and bring in more on-the-go traffic.

- **Spunkmeyer**
  - 100% whole-grain
  - Low-fat, low-sodium

- **Raisin Bran Muffins**
  - 100% whole-grain
  - Low-fat, low-sodium

- **Spunkmeyer**
  - 100% whole-grain
  - Low-fat, low-sodium

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**Simple Solutions to Satisfy**

Make Break of Profit

- **Coffee**
  - $1.49, 30% food cost
  - $0.42, 30% food cost
  - $0.97 net profit

- **Tea**
  - $1.59, 30% food cost
  - $0.45, 30% food cost
  - $1.14 net profit

- **Milk**
  - $1.89, 30% food cost
  - $0.55, 30% food cost
  - $1.34 net profit

- **Tasty Grains**
  - $2.09, 30% food cost
  - $0.65, 30% food cost
  - $1.44 net profit

- **Danish**
  - $2.19, 30% food cost
  - $0.65, 30% food cost
  - $1.54 net profit

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**Industry Average Menu Growth Top 2 Food & Beverage Items**

- **Coffee**
  - 2011: 185,791
  - 2012: 189,791
  - +2% increase

- **Tea**
  - 2011: 2,382,832
  - 2012: 2,512,254
  - +6% increase
Satisfy Consumers’ Morning Cravings
Consumer “need states” influence their breakfast choices: Indulgence

Better-For-You Choices

Value

Portability

Simple Solutions to Satisfy
Not all consumers eat to satisfy their ‘need states’ without thinking about their health. Your offer of menu choices that are delicious and nutritious will help you optimize your breakfast growth potential.

Simplicity

Variety

Value

Indulgence

Simple Solutions to Satisfy

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 infant grain, low fat, and fruit. Oats Spokemiller® Berry Granola with Fresh Baked Oats are made with 100% whole grain, making them both wholesome and delicious. Oats Spokemiller® Squeeze Berry Whole Grain Muffins are architecting the health-conscious trend. Oats Spokemiller® Low Fat Muffins, with a variety of flavors, offer a better-for-you way to wake up. La Fours' whole Wheat Croissants are made with 100% whole grain.

Simple Solutions to Satisfy

No matter what the landscape, 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

Satisfy consumers’ desires for indulgence with a wide range of Oats Spokemiller breakfast items made with the very best ingredients. La Francaise 100% Butter Croissants are made in the time-honored French tradition. Oats Spokemiller® Supreme Muffins are bursting with rich fruits, nuts, or chocolates complemented with an attractive tulip-top liner. Oats Spokemiller® Supreme Danish and Cream Roll satisfy those with a sweet tooth. However, Puff Pastry is perfect for making breakfast signatures such as turnovers and fruit tarts.

Indulgence

Simple Solutions to Satisfy

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

Simple Solutions to Satisfy

Providing portable options will keep loyal customers coming back and bringing in more on the go. Oats Spokemiller® muffins are ‘grab and go’-friendly for carry-out and on the go for your breakfast guests. Oats Spokemiller® individually wrapped baked goods make satisfying consumer needs for portability easy for your operations. Breakfast sandwiches provide a perfect portable option for consumers, and demand continues to grow year after year. In fact, 32.7% of all sandwiches ordered in restaurants today are breakfast sandwiches! La Francaise® Croissants and Puff Pastry Muffins are the perfect breakfast sandwich carriers.

Simplicity

Variety

Value

Industry Morning Meal Growth Top 2 Brands & Percentage Shares

Breakfast Sandwich Growth

Industry Average Meal Growth Top 2 Brands & Percentage Shares

Make Breakfast of Profit

Coffee Shop

Lattes

Espresso

Frappuchino

with CHRISSANT

$2.19 net profit

$2.99 net profit

$2.90 net profit

$2.05 net profit

with DANISH

$2.90 net profit

$2.90 net profit

$2.05 net profit

$1.85 net profit

with MUFFIN

$2.90 net profit

$2.90 net profit

$2.05 net profit

$1.85 net profit

with TASTY GRAINS

$2.90 net profit

$2.90 net profit

$2.05 net profit

$1.85 net profit

with OATMEAL

$2.90 net profit

$2.90 net profit

$2.05 net profit

$1.85 net profit

with SUGAR Free

$2.90 net profit

$2.90 net profit

$2.05 net profit

$1.85 net profit

with CHRISSANT

$2.19 net profit

$2.99 net profit

$2.90 net profit

$2.05 net profit

with DANISH

$2.90 net profit

$2.90 net profit

$2.05 net profit

$1.85 net profit

with MUFFIN

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$2.05 net profit

$1.85 net profit

with TASTY GRAINS

$2.90 net profit

$2.90 net profit

$2.05 net profit

$1.85 net profit

with OATMEAL

$2.90 net profit

$2.90 net profit

$2.05 net profit

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with SUGAR Free

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with OATMEAL

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with SUGAR Free

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With SUGAR Free
Rise to the Breakfast Occasion

Breakfast restaurant sales total over $36 billion and are expected to grow 27% from 2010 to 2015. Twelve billion breakfast meals are served at commercial restaurants alone—this represents a huge opportunity for you!

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
  - Wheat Croissants

- indulgence
  - All-Better Croissants
  - Chocolate Croissants
  - Supreme Muffins
  - Supreme Danish
  - Croissant Rolls
  - Pastry

- Value
  - Muffins
  - Danish
  - Danish (3 Pack)

- Portability
  - Muffins (Regular and 3 Pack)
  - Danish (3 Pack)
  - Croissants (Breakfast Sandwiches)
  - English Muffins (Breakfast Sandwiches)

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 STRATEGIES
  - Point of purchase materials, including table tents, counter cards, elastic rings, and posters

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
  - Decrease drive through
  - Build customer loyalty
  - Solve operational challenges

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