SMUCKER'S

Winning

VALUE & INDULGENCE

at Breakfast

At breakfast time, consumers make one decision every morning.
Here's how to shift it your way.





Breakfast's biggest competition? *Home.*

Breakfast is the easiest meal to source at home, which means that operators are always competing against a free (or almost-free) alternative.

But every morning, consumers make a choice:

Why stay home?

Price, health, and routine.[1]

Consumers start their days at home, so staying in for the first meal seems like common sense. Here, it's all about value.

Why dine out?

Taste, variety, and experimentation.[1]

The desire to change it up and try something new makes the day feel special and rewarding. This decision is all about indulgence.

What does this mean for operators? If breakfast is ultra-craveable AND the price is reasonable...all of a sudden, eating breakfast away-from-home becomes hard to resist.

The SWEET spot: Value & indulgence

What the best breakfasts of the year are telling us

We looked at over 400 new breakfast items tested and launched over the past year on restaurant menus nationwide. For the ones that succeeded, four key "Success" themes rose to the top:



Value-driven breakfasts:

affordable, convenient, and worth the price

Failed menu items: too expensive to feel like a value[2]

Success!

★ Visible value.

Add-ons and finishing touches outperform whole new entrees.[3]

Guests indicate that they are willing to pay more for breakfasts that feature trusted brands like Smucker's.®[4]

★ Portion = your price protector.

The biggest pattern among the winning concepts is strikingly consistent: small, controlled-portion formats carrying a rich, indulgent payload.

★ Stand out, so they go out.

Offer something tricky to make at home or made with ingredients not frequently found in home pantries.

65% of consumers cite craving something new or different as the #1 reason to skip breakfast at home.[1]

★ Get the balance right.

Items must offer convenience or subtle indulgence at a cheap price, or enough indulgence that guests stop caring about a "good value" and just go for it.

The price is right. For breakfast, true value pricing starts around $6. Once you move beyond that price point, it's time to amp up that craveability factor.[2]

Indulgent breakfasts:

craveable, upgrade from home, worth going out for

Failed menu items: not indulgent enough to justify the price[2]



SMUCKER'S®

Delight is in the details.

Trusted brands like **Smucker's** and **Jif®** make it easy to add visible value and craveable finishing touches in convenient portion-control formats, so you can strike the perfect balance between value and indulgence every morning.

To explore our tabletop portfolio, visit smuckerawayfromhome.com/brands/smuckers

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Away From Home

[1]Datassential Pantry Priorities & Plate Disruptors (May 2026) | [2]Datassential Launches & Ratings, USA database, YE July 2026 | [3]Technomic Ignite Special Analysis: Breakfast (Oct. 2025) | [4]JM Smucker's Proprietary Tabletop Study (2026)

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