



Explore New Ways Your Customers Are *Breaking* Into Breakfast

The latest breakfast trends to drive traffic
and inspire your operation

WK Kellogg Co

Introduction

Traditionally, breakfast has been thought of as the first meal of the day and little else.

Many operators wouldn't offer breakfast due to limited cross-use ingredients, and those that did would often stop serving breakfast by 11am or only offer "breakfast for dinner" items as LTOs.

But times have changed.

For consumers today, "breakfast" isn't bound by a time of day, a way of dining, or a type of experience. Read about how consumers are breaking the rules of traditional breakfast and relying on food for emotional value, rather than just functional use.



Trend #1

Breakfast Beyond the Daypart

Let's face it, there's never a bad time for breakfast.

Consumers are making it breakfast time all the time with nearly a third of people ordering breakfast foods in nontraditional dayparts, a 4% increase since 2021! They know what they want, when they want it, and how they want it, redefining what breakfast means. In fact, 34% of consumers define breakfast by the food it includes rather than by the time of day.¹ And they expect foodservice operators to adapt to their new definition.

68% of consumers are interested in an all day breakfast menu

66% order breakfast foods outside breakfast hours

Why does it matter?

This change in perception of breakfast makes it increasingly easier for operators to maximize the use of every ingredient on their menu, including breakfast items previously seen as a challenge to adapt beyond breakfast. Due to consumers' growing desire to fuse flavors and ingredients, there are countless ways to apply traditional breakfast offerings creatively across other menu parts.

W.K. Kellogg Co. cereals, for example, have countless, innovative recipe applications such as:

Dave and Busters Cereal Cake: A dessert of cereal-flavored cake with marshmallow cream icing and cotton candy, topped with sweet vanilla cream sauce and Jumbo Froot Loops® Cereal.

Kellogg's® Cereal Milk Lattes:

A combination of any delicious Kellogg's cereal flavor with rich coffee for a creamy anytime treat.

It's unexpected twists like these that make breakfast items into around-the-clock favorites.



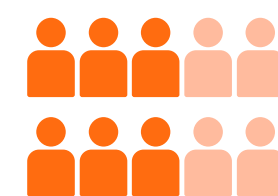
Trend #2

Everything is a Snack Especially Breakfast Favorites

We're living in the age of portability, and no daypart is immune.

These days, more people are eating on the go, opting for quick, convenient meals that fit into their busy lifestyles, and breakfast snack foods are often perfect for the job.

51% of consumers like to eat breakfast foods as snacks¹



6 out of 10 consumers have said that they prefer to eat many small meals throughout the day as opposed to a few large ones²

These days there's no time for meal time

With 60% of consumers believing there are not enough hours in the day to complete their to-do list,³ an increasingly overscheduled culture has Americans prioritizing convenient snacks to keep them fueled throughout their day.

Help them stay satiated on-the-go

It's crucial to provide modern day consumers who live their lives on-the-go with portable options. **W.K. Kellogg Co.'s LTO Tool Kit** provides great grab-n-go cereal inspiration, from bundling concepts to activation ideas that can be menued all year long.



"There has been a move towards lighter, smaller portions in recent years."

STEVE MANGAN
former U. Michigan Senior
Food Service Director

Trend #3

TO CONSUMERS TODAY, BREAKFAST IS MORE THAN FOOD, IT’S...

Self-Expression

Food and lifestyle have never been more closely tied

Food and lifestyle have become inseparably linked in contemporary culture, reflecting a broader trend where what we eat is a direct expression of who we are. Culinary choices now symbolize personal values and social identity.

MORE THAN
33% of consumers say food is a way they convey their personality⁴



The worlds of food and self-expression continue to collide as food and fashion converge to create items like **Froot Loops® Crocs** for anyone who wants to look as stylish and colorful as Toucan Sam.

Personality: the secret ingredient

The rise of chef personalities—whose image is even more important than the food—is proof of the power personality has in food culture. Even those immediately around us can inspire and shape how food is seen and consumed. It’s important to understand the value your staff can add to your menu through their own self-expression.

“Creating menus incorporating the unique foods, backgrounds, and cultures of our staff is a great way to recognize staff as well as build relationships with the students who enjoy meeting people who understand their culture or have cultural ties to the same regions as them.”

— Steve Mangan
former U. Michigan Senior
Food Service Director

“Self-expression is a driver of the total eating experience.”

MICHELE GENDREAU
Director of Food & Beverage
at Walt Disney Parks
and Resorts

Trend #4

TO CONSUMERS TODAY, BREAKFAST IS MORE THAN FOOD, IT’S...

Escape

Eating isn’t just a task.

It’s an opportunity for escape and excitement. Consumers today grapple with a lot of mental and emotional stress, and they turn to food as a mini-escape from their anxieties. This is especially true for snacks foods which bring a sense of ease and comfort to their day.

“We have an opportunity to create magic for guests everyday, we can create stories through our food”

— Michele Gendreau
Director of Food & Beverage at
Walt Disney Parks and Resorts

Many admit to using snacking as a means of stress relief:⁵

40% OF GEN Z 35% OF MILLENNIALS

There are many ways you can transform areas of your operation into those mini-escapes for your customers to enjoy.

Take something as simple as your cereal station and transfer it with this **Cereal Destinations Tool Kit**. Get signage, content and inspiration, as well as a calendar of promotions to help you craft unique experiences for your guests.



Trend #5

TO CONSUMERS TODAY, BREAKFAST IS MORE THAN FOOD, IT'S...

New-stalgia

These days, what's old is new.

But while older generations are excited to see items from years past come back on the market, many Gen Z consumers are experiencing these nostalgic foods for the first time.⁶

47% of all consumers enjoy foods that offer a twist on the familiar⁷

A fusion of old and new—a trend we're calling **new-stalgia**—plays well across generations. This gives operators the opportunity to provide inventive, yet nostalgic menu items to consumers by using classic products in new ways.

Stir It Up with these new-stolgic twists:

The **Stir It Up Brochure** from W.K. Kellogg Co. shares creative, modern takes on some of your customers' favorite breakfast cereals with uniquely nostalgic and delicious recipes. Does menuing the "Tropical Mermaid and The Circus" pique your interest? If so, click above—this is for you.



"People want to have a memory of the past, but they also want to look forward to the future."

MICHELE GENDREAU

Director of Food & Beverage
at Walt Disney Parks
and Resorts

TREND #1

TREND #2

TREND #3

TREND #4

TREND #5

TREND #6

Trend #6

TO CONSUMERS TODAY, BREAKFAST IS MORE THAN FOOD, IT'S...

Creativity

Today's biggest flavor trends are untraditional, unique, and maybe even a little weird.

Datassential's flavor macro-trends Menu Adoption Cycle provides fresh insight on where flavors are going and what profiles will appeal to consumers with trends like these:

Sweet and Salty:

Currently at Ubiquity in the Menu Adoption Cycle, this trend has been fully embraced by foodservice and retail operators across the globe. **Kellogg's® Krave™ Sweet and Salty Caramel Mix** is a perfect flavor fusion favorite.

Regional Global:

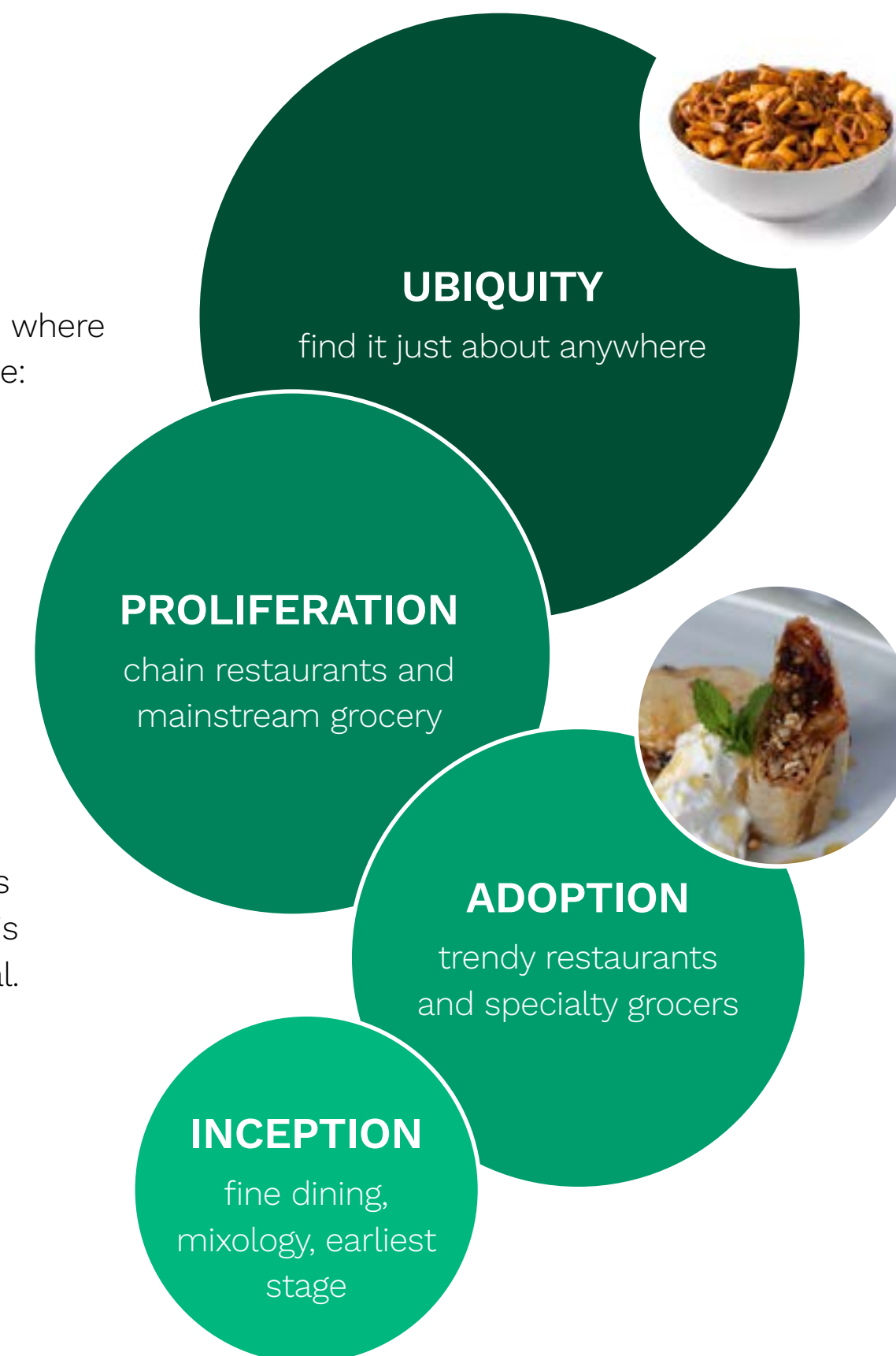
Take advantage of this fast moving trend currently at the Proliferation stage, with recipes like this regionally inspired Baklava with Kellogg's® Granola.

Chaos Cuisine:

Trust us, it's more fun than it sounds. Simply put, this Inception stage trend is the combination of unlikely ingredients. A piece of fun recipe inspiration in this realm is **Tiger Bacon**: bacon slices crusted in Kellogg's® Frosted Flakes Cereal. Chaotic? Maybe. Delicious? Without a doubt.

Break the breakfast mold

Consumers are breaking breakfast, so it's important for foodservice operators to follow suit, keeping an eye out for ways to incorporate breakfast—creatively, unexpectedly, but also efficiently—into menus.



Appendix

¹ Technomic, Breakfast Multi Client Study, 2024

² Mondelez and The Harris Poll, State of Snacking 2023 Global Consumer Trends, 2023

³ Wisconsin Meetings, Is Busy the New Status Symbol, 2023

⁴ Mintel, Expressions of Identity, 2023

⁵ Mintel, Snacking Motivations and Attitudes, 2024

⁶ Datassential, 2024 Trend Report, Dec 2023

⁷ Food Navigator, Nov 2023



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