



# C&U BREAKFAST INSIGHTS

## Morning Meals are the Core Driver of Growth<sup>1</sup>



In the Last **5** Years  
**Breakfast Is Up 7%**<sup>2</sup>



## Students Want On-The-Go Breakfast



**Decline in** Sit Down,  
**Traditional Breakfast**  
as Part of Meal Plan



**Breakfast** is Now the  
**Most Important Daypart**  
to Offer **Grab-N-Go** Items



**Cereal Regains Popularity** in C&U  
After Several Years of Decline,  
Perhaps Due to More **Ready-To-Eat**  
Formats and Healthy Options<sup>2</sup>



## Understanding Your C&U Breakfast Customer

**41%** are **FREQUENT CUSTOMERS:**  
visit multiple times per week<sup>3</sup> –  
but are... **BUSY & ON-THE-GO**



**BREAKFAST** must be **EASY**, or they may skip it entirely

**KEY: Quick & Convenient!**<sup>3</sup>

Stage food in  
**high-traffic**  
retail **areas**  
around campus

Offer  
**grab-n-go**  
**options**

Stock  
products  
in **portable**  
**packaging**

## STAY ON-TREND with Healthy Options

Healthy and light breakfast items projected to have  
the highest growth opportunity<sup>3</sup>



**Energy**

**Satisfy  
Hunger**

**Protein**

**Nutrition  
Claims**



**Stock the Brands They Know & Love from Kellogg's<sup>®</sup>**



### Sources:

1. Foodservice Performance Update, 2016
2. Technomic C&U, 2016
3. ReThink Breakfast, 2016

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www.KelloggsSpecialtyChannels.com