



Business & Industry **BREAKFAST** INSIGHTS

33% **FREQUENTLY**
EAT BREAKFAST
AWAY FROM HOME¹



Nearly **HALF** of all
B&I CUSTOMERS
VISIT MULTIPLE
TIMES PER WEEK²



Feeding the **MILLENNIAL** Workforce



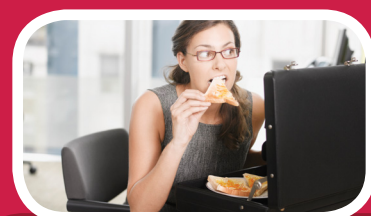
BUSY LIFESTYLES

- Eat in transit
- More likely to eat at their desks
- More likely to spend money on single-serve or handheld packaging



EXPECT MORE

- Care about more than just taste and nutrition
 - Real or natural ingredients
 - Food ethics
 - Expect food to provide an experience, i.e. indulgence or comfort



RULE BREAKERS

- Blurred dayparts - open to eating breakfast foods any time of the day
- Also more likely to eat a SNACK as breakfast meal

OPPORTUNITIES for Business & Industry



- Stock portable breakfast items (ready-to-eat products)
- Make grab-n-go purchases easy



- Emphasize foods with wholesome ingredients
- Stock well-known brands



- Serve non-breakfast items in the morning
- Make traditional breakfast items available ALL day



Sources:

1. ReThink Breakfast, May 2017.
2. NPD Foodservice Performance Update, Nov 2016.

Kellogg's

www.KelloggsSpecialtyChannels.com