



## Breaking in breakfast

**A quarter of consumers between the ages of 18 and 24 (24 percent) said they would like more restaurants to offer burgers at breakfast.<sup>1</sup>**

**NPD's research finds brunch sales up 8% through August 2009 versus 2008.<sup>2</sup>**

As the most important meal of the day, breakfast is shaping many parts of the menu with its signature tastes. Early-bird ingredients like eggs and bacon are defining a whole new flavor of food with standouts like the hearty bacon and egg brunch burger.

With its offering of innovative and affordable dishes, the brunch category is on the rise. Consumers recognize value in the late-morning meal, which delivers the same quality and flavors as lunch at a reasonable cost. In today's economy, affordable pricing heavily influences purchases and may be the reason brunch sales have surged. These filling meals are a cost-effective way to treat the whole family to delicious and in-demand options.<sup>2</sup>

Burgers have become an on-trend addition to brunch menus because of their versatility and appeal. While there are many ways to dress a brunch burger, a flip on fried eggs and bacon offers a hearty and well-received arrangement. Presenting traditional ingredients in a new format can attract burger lovers and encourage them to try something new.

"Consumers aren't afraid to experiment with the burgers they eat," says Executive Chef Jeff Basalik of Kraft Foodservice. "They are very familiar with breakfast and burger flavors, so when the two are combined the result is genuine."

Like eggs and bacon, the premium flavor of A.1. Thick & Hearty Burger Sauce adds value to burgers. Because customers seek out these quality ingredients in creative combinations, operators can charge more for every dish they create. Today's consumers are open to the value of breakfast burgers, so it's time to listen and get cooking.<sup>1</sup>

1. "Burgers Becoming Bigger and Beefier," QSR Buzz, 2009

2. "A Dozen Brunch Burgers to Eat Before You Diet," BurgerBusiness, 21 Dec. 2009

### Another Way to A.1. UP.



Skirt Steak and Creamy Blue Cheese Pasta

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## A.1. UP your burgers and UPCHARGE!

Many consumers are willing to pay more for burgers they consider premium.<sup>3</sup>

# Bacon and Egg Burger

24 servings, 1 burger each

### INGREDIENTS

### MEASURE

|   |                            |
|---|----------------------------|
| 80% lean ground beef patties (6 oz.)      | 9 lb. (24 each)            |
| Cheddar cheese slices (1 oz.)             | 1 lb. + 8 oz. (24 slices)  |
| A.1. Thick & Hearty Burger Sauce, divided | 1 lb. + 2 oz. (2-1/4 cups) |
| Kaiser rolls, split, toasted              | 4 lb. + 8 oz. (24 each)    |
| OSCAR MAYER Bacon, cooked, drained        | 12 oz. (72 slices)         |
| Eggs, fried (over medium)                 | 3 lb. (24 each)            |

### PREPARATION

For each serving, GRILL 1 beef patty to desired doneness. TOP with 1 cheese slice. GRILL 30 sec. or until cheese begins to melt. SPREAD 1/2 Tbsp. burger sauce onto bottom half of roll; TOP with cheeseburger, 3 bacon slices, 1 egg and 1 Tbsp. of remaining burger sauce.

To create customizable merchandising for this burger, visit [kraftpos.com](http://kraftpos.com)<sup>4</sup>

#### Suggested description when menuing:

Delicious cheddar burger made with lean grilled beef. Topped with a fried egg, bacon and A.1. Thick & Hearty.



Go to: [a1burger.com/kfspd/BaconandEggBurger.pdf](http://a1burger.com/kfspd/BaconandEggBurger.pdf) for a printable back-of-house photo.

For more information on how to make burgers work harder for you, contact your Kraft Foodservice Sales Representative.



3. Technomic, Inc., The Burger Consumer Trend Report, 2009

4. You must be a KraftWorks member to access merchandising materials. To sign up, visit [www.kraftpos.com](http://www.kraftpos.com)