



MINI BREAKFAST

Improve Margins And Lower Food Costs By Switching To Mini Breakfast Items

- Many operators are exploring smaller portions to control food costs and satisfy patron demand for better-for-you options
- Lack of variety is #1 complaint about Lodging continental breakfasts
- Breakfast sweet goods are growing in menu importance – growing faster than the rate of actual traffic growth

KEY QUESTIONS

1. Is the food cost of your free continental breakfast offering rising?
2. Would your patrons be interested in a great variety of breakfast items?
3. Are you finding your patrons throw away portions of larger Danish because they want smaller portions or more variety?

Current Situation – Large Danish

Cost Per Item \$0.96

Operator Opportunity – Minis

- Swapping two Minis for one Large Danish improves variety and food costs

Cost for Two Minis \$0.80

Profit

Servings Per Day 50

Cost Savings/Serving \$0.16

Annual Incremental Profit \$2,920

Assumptions:
Calculations based upon 50 items per day = 18,250 servings per year.