



Breakfast Brief

Baby Boomers & Matures

Baby boomers, who are between the ages of 51 and 70, and matures, who are older than 70, are entering new life stages, including retirement and senior living facilities. These two demographics share many attitudes and preferences, such as their desire for good-tasting and high-quality breakfast items, but also have distinct differences that operators need to understand in order to properly meet the needs of these respective generations.

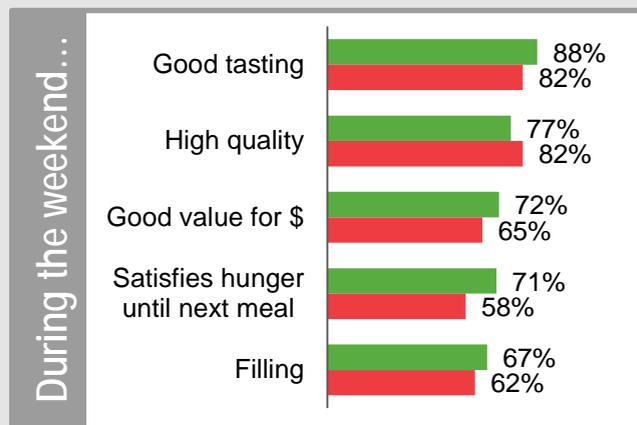
Breakfast Behaviors

Baby boomers tend to purchase breakfast away from home more often than their mature counterparts. Nearly half of baby boomers (47%) say they purchase breakfast from foodservice establishments at least once a week, and over three-fourths (77%) say they buy breakfast away from home at least once a month. In comparison, fewer matures purchase breakfast away from home at least once a week (37%) or once a month (64%).

Top five most important attributes to baby boomers and matures when purchasing breakfast items from foodservice

Top two box = extremely important and important

■ Baby Boomers ■ Matures



Base: 272 boomers and 54 matures who were asked to indicate how important or unimportant each of the following attributes are when choosing a breakfast item they purchase from a restaurant or other foodservice operation during the week vs. 260 boomers and 60 matures during the weekend. Consumers indicated their opinion on a scale of 1 to 6 where 6 = extremely important and 1 = not important at all
Source: Technomic's *Breakfast Consumer Trend Report*



The top most important attributes baby boomers and matures seek for foodservice breakfast items during the week are similar to those purchased during the weekend. First and foremost, both generations want good-tasting and high-quality breakfast food, followed by a good value for their money spent. Finally, they want a filling breakfast that will satisfy their hunger until their next meal.

Other Takeaways:

- Boomers and matures rank value for the money spent as slightly less important during weekend occasions, which they likely view as more of a treat.
- They also indicate that it is slightly less important on weekends than during the week to satisfy their hunger with a filling breakfast.

Because taste ranks as the most important breakfast attribute among boomers and matures, foodservice operators will want to make sure that their breakfast options are varied and customizable enough to please a range of taste preferences. Operators may want to offer a variety of condiment, topping and mix-in flavors for items such as toast, bagels and coffee.

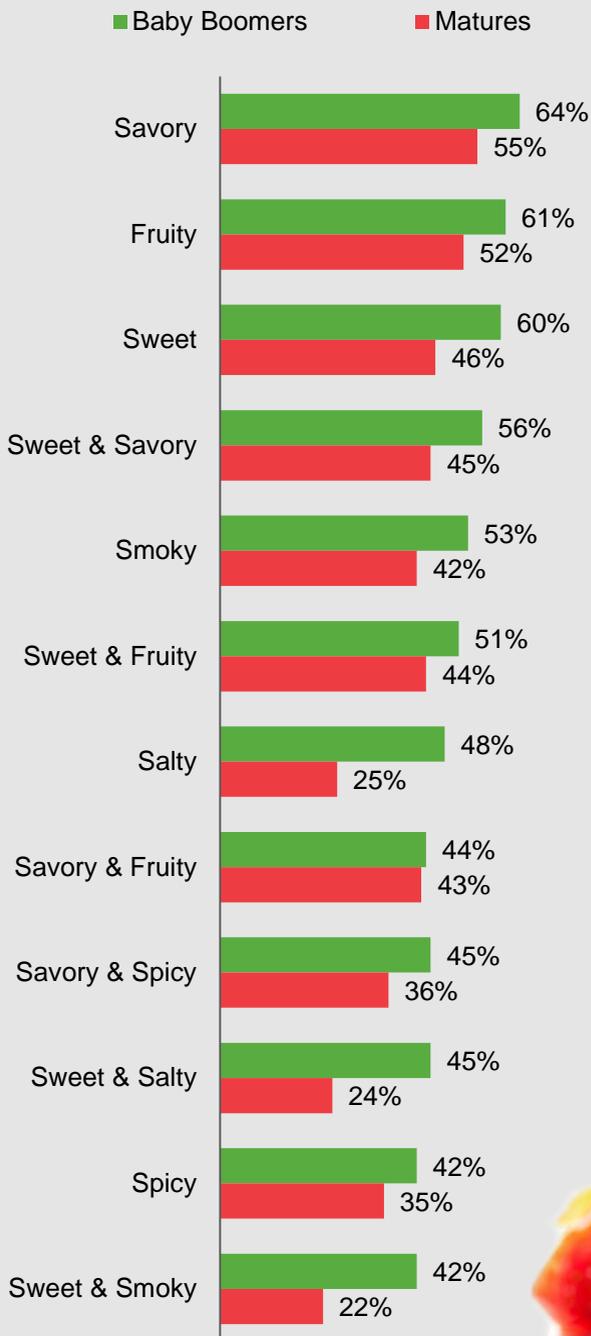


Breakfast Preferences

The majority of baby boomers and matures say they prefer both savory breakfast flavors and fruity breakfast flavors. These tend to be represented in egg dishes, meat dishes and—for the fruity flavors—in breakfast starch dishes such as waffles, pancakes and crepes. Most boomers and a plurality of matures also show strong preference for sweet; sweet and savory; smoky; and sweet and fruity breakfast flavors. In fact, sweet flavors trend across a variety of flavor combinations, suggesting that sweet flavors provide a popular base flavor for boomers and matures.



Please indicate how appealing or unappealing you consider the following types of flavors and flavor combinations for breakfast
(Top two box = very and somewhat appealing)



Base: 531 baby boomers and 107 matures who were asked to think about how appealing or unappealing they consider a variety of flavors and flavor combinations for breakfast. Consumers indicated their opinion on a scale of 1 to 5 where 5 = very appealing and 1 = not appealing at all

Boomers find practically all flavor and flavor combinations more appealing than matures do, likely because boomers are open to more flavorful options in general than their older counterparts. However, a roughly equal proportion of boomers and matures find savory and fruity combinations appealing. Operators can find success with these consumers by pairing savory sides like sausage and potatoes with fruit-topped oatmeal or crepes, as well as fresh fruit sides with savory options such as omelets or hashes.

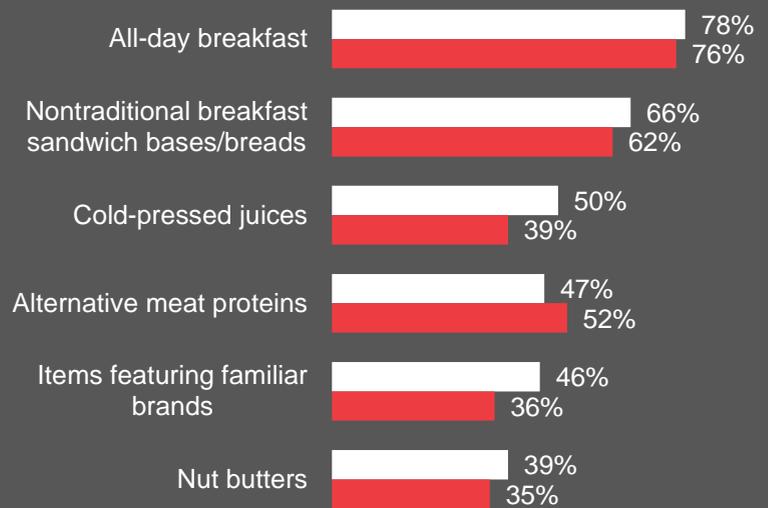
Matures are notably less likely than boomers to find salty flavors appealing, perhaps due to sodium concerns. Operators should draw attention to low-sodium ingredients and offer lower-sodium substitutes in breakfast dishes to generate interest from Matures.



I consider _____ very or somewhat appealing...

■ Baby Boomers ■ Matures

Among all generations, baby boomers tie millennials for the highest interest in all-day breakfast



Base: 531 baby boomers and 107 matures who were asked to think about how appealing or unappealing they consider a variety of breakfast trends. Consumers indicated their opinion on a scale of 1 to 5 where 5 = very appealing and 1 = not appealing at all

Over three-quarters of both baby boomers and matures find all-day breakfast options appealing, providing opportunities for operators to:

- Offer more breakfast foods throughout the day and night, from savory breakfast sandwiches to sweet pancakes and French toast.
- Experiment with more breakfast-inspired dinner dishes, such as egg-and-bacon-topped pizza and pulled pork waffles.
- Promote all-day breakfast items as value offerings compared to traditional lunch and dinner options.

Other important takeaways:

- Boomers are more interested than matures in cold-pressed juices.
- About two-thirds of all boomers and matures (65%) like the idea of nontraditional breakfast sandwich breads. Experimentation could include creative low-carb and better-for-you bread options, as well as waffle, muffin, pancake, french toast and flavored breads (such as cinnamon or apple).
- Nearly half of all boomers and matures (47%) find alternative meat proteins appealing, signifying an opportunity for more chicken sausage, turkey bacon or other similar lighter meat options at breakfast.



FEATURED RECIPE

YIELDS: 28 SERVINGS

Ingredients

- 3/4 cup of Martha White® All-Purpose Flour
- 1/2 cup of brown sugar
- 1/2 cup of rolled oats
- 1/4 cup of pecan pieces, chopped
- 1/2 cup of Crisco® Shortening (#24171)
- 112 oz. of corn muffin batter, prepared
- 2 1/2 cups of Smucker's® Blackberry Preserves (#311), divide

Directions

Step 1: Preheat conventional oven to 400F. Spray jumbo muffin pans evenly with Crisco Professional® Pan Release.

Step 2: Combine Martha White® All-Purpose Flour, brown sugar, oats and pecans in bowl; cut in Crisco® Shortening. Reserve.

Step 3: Portion 2 ounces batter in each muffin cup; top each with 1 tablespoon Smucker's® Blackberry Preserves and 2 ounces additional batter. Top each muffin with 1 teaspoon Smucker's® Blackberry Preserves and 1 tablespoon oat topping.

Step 4: Bake jumbo muffins uncovered for 18-20 minutes.

Blackberry corn muffins with blackberry crumble topping



NUTRITION FACTS

Serving Size: 1 0

Amount/Serving

Calories 508

	Per Srv	% Daily Value	
Total Fat	16g	%	
Saturated Fat	4.1g	20%	
Trans Fat	0g	%	
Cholesterol	70.3mg	%	
Sodium	903mg	%	
Total Carbohydrates	81.9g	%	
Dietary Fiber	3.2g	%	
Sugar	30g	%	
Protein	9.1g	%	
Vitamin A	4%	Vitamin C	0%
Calcium	0%	Iron	0%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie intake.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat. Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2400mg	2400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Fat	9	Carbohydrate	4	Protein	4
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Technomic Takeaway:

3 Areas of Opportunity for Baby Boomers & Matures

#1

APPEAL TO BOOMERS

Boomers use foodservice for breakfast more frequently than matures do, and operators will want to go the extra mile to capture the dining dollars of this demographic. Using a variety of breakfast flavor profiles ranging from sweet to smoky to salty; offering creative breakfast items such as nontraditional breakfast sandwich breads; and spotlighting cold-pressed juices and items featuring familiar brands are ways to win over this generation.



#2

APPEAL TO MATURES

Matures tend to express greater interest than baby boomers in better-for-you breakfast options, including alternative meat proteins and items without salty flavor profiles. Operators can appeal to this oldest demographic by offering a variety of high-quality, nutritional breakfast items with savory and fruity flavor profiles, in particular.

#3

EXTEND BREAKFAST

Perhaps surprisingly to some, younger consumers aren't the only ones driving the demand for all-day breakfast: boomers and matures are also extremely interested in all-day breakfast options. As a result, operators serving this demographic would do well to offer breakfast items, ingredients and flavors for lunch and dinner.

