



Breakfast Brief

Baby Boomers/Matures

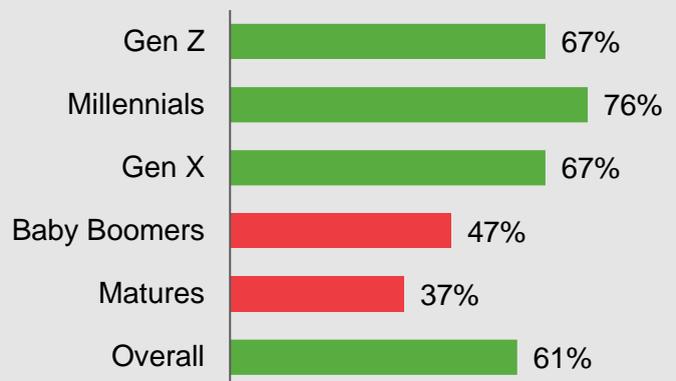
Baby boomers, individuals between the ages of 51 and 70, and matures, individuals older than 70, are entering new life stages, including retirement and senior living facilities. These two demographics share many attitudes and preferences, but also have distinct differences that operators need to understand in order to properly meet the needs of these respective generations.

Breakfast Behaviors

Baby boomers have a spending power of \$2.3 trillion yet pose a challenge for operators because they don't frequent foodservice establishments for breakfast as often as younger consumers. 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. Even fewer matures purchase breakfast away from home at a restaurant and other foodservice establishment beyond their senior living facility at least once a week (37%) or once a month (64%). Both baby boomers and matures have fewer weekly or monthly visits compared to the overall population.

Matures often have a stronger preference for restaurant breakfast attributes than baby boomers, with the latter often agreeing closely with the overall population on attribute importance.

I purchase food or beverage for breakfast at a restaurant or other foodservice location at least once a week.



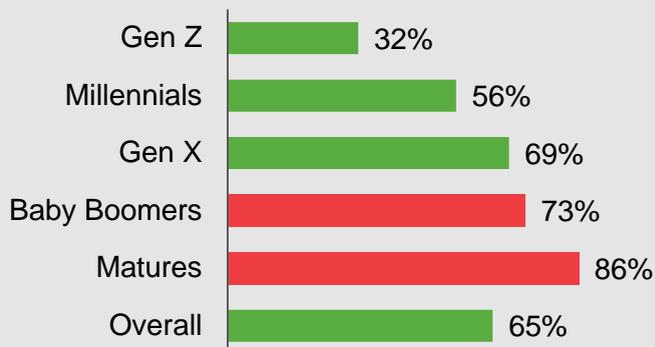
I would consider ordering eggs occasionally (at least once every 90 days) for breakfast at restaurants.



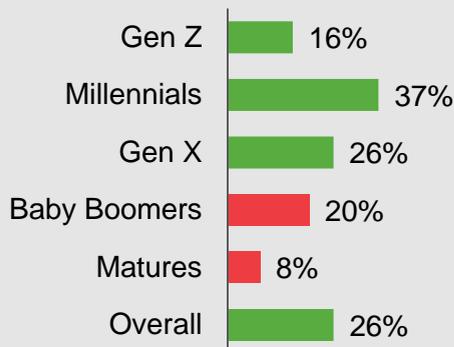
Base: 41 Gen Z, 260 millennials, 167 Gen Xers, 332 baby boomers, 66 matures and 867 total population

I order _____ for breakfast occasionally (at least once every 90 days).

Hot coffee (with or without flavors)



Hot specialty coffee (e.g., latte, espresso, etc.)



Base: 57 Gen Z, 322 millennials, 188 Gen Xers, 360 baby boomers, 72 matures and 1,000 total population

Uncovering how members of these generations align with or stand out from the overall public in their breakfast behaviors and preferences will provide insight into how to capture more of their dining dollars in the morning.

Breakfast Preferences

Here are some preferences and need states of these generations for operators to promote at breakfast.

Traditional Breakfasts

Research indicates that older consumers tend to seek out the familiar breakfast foods and beverages that they've always enjoyed. For instance, baby boomers and matures tie for the highest response to considering ordering eggs occasionally at breakfast, which is 5% higher than the overall population.

In addition, these generations had the highest responses for considering ordering hot coffee with or without flavors for breakfast occasionally. However, these older generations also expressed little inclination to order hot specialty coffees, with only 20% of baby boomers and 8% of matures agreeing to do so occasionally.



Since baby boomers and matures show a greater preference for traditional breakfast options compared to younger diners, operators can spotlight classic dishes and flavors on menus to encourage these generations to dine out in the morning.

Real Ingredients

While real ingredients are known for being important to younger consumers, a surprising proportion of boomers and matures also deem this attribute as important. As a result, operators can promote real ingredients to draw in all generations, including the children and grandchildren of baby boomers and matures who take them out to eat for breakfast.

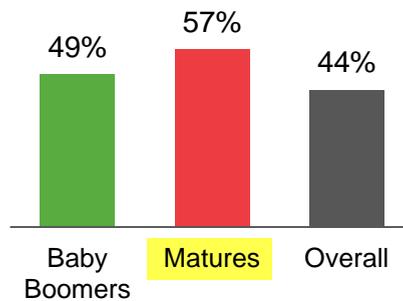
This emphasis on real ingredients signals for operators to think beyond traditional health cues when marketing to older guests. For instance, real ingredients are often spotlighted in scratch-made preparations, which will also appeal to baby boomers and matures since they grew up eating homemade meals made with non-processed ingredients. Operators looking to attract these diners should consider spotlighting high-quality, clean fare at breakfast such as hormone-free chicken and grass-fed beef.

Since older consumers, particularly matures, associate natural and additive-free ingredients with wellness, highlighting these claim on menus and providing a sourcing story to promote transparency can serve as traffic drivers at breakfast.

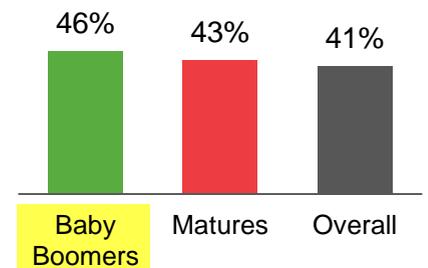
Which of the following claims, if any, do you associate with wellness?
Select all that apply.

 Responded highest among all generations

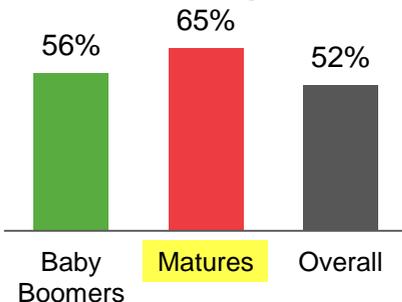
Antibiotic-free



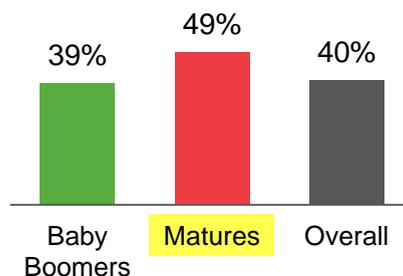
Hormone-Free



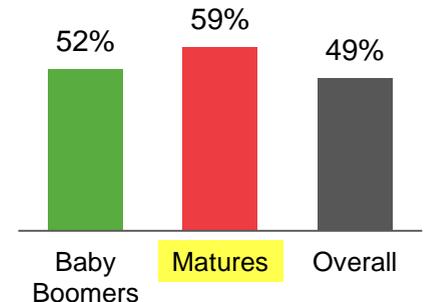
No artificial ingredients



Non-GMO



Preservative-free



Base: 268 baby boomers, 51 matures and 751 overall respondents

Source: Technomic's Healthy Eating Consumer Trend Report



Freshness

Corresponding with the importance of real foods is the value placed on freshness. This is likely because matures have more disposable income than their younger counterparts and can afford to pay for higher-priced fresh foods. Operators can position natural, seasonal and local ingredients as part of a more premium, fresh positioning.

Visible preparations are also associated with freshness. Open kitchens, action stations and tableside cooking are some ways to structure breakfast operations to promote fresh preparations to older guests. These may include:

Food or beverage described as fresh is healthy.



Base: 51 Gen Z, 250 millennials, 121 Gen Xers, 267 baby boomers, 59 matures, and 748 total consumers who were asked if breakfast food or beverage described as fresh is healthy. Consumers indicated their opinion on a scale of 1 to 5 where 5 = much more healthy and 1 = much less healthy

- Build-your-own omelet, pancake or waffle stations



- Customizable juice or smoothie bars

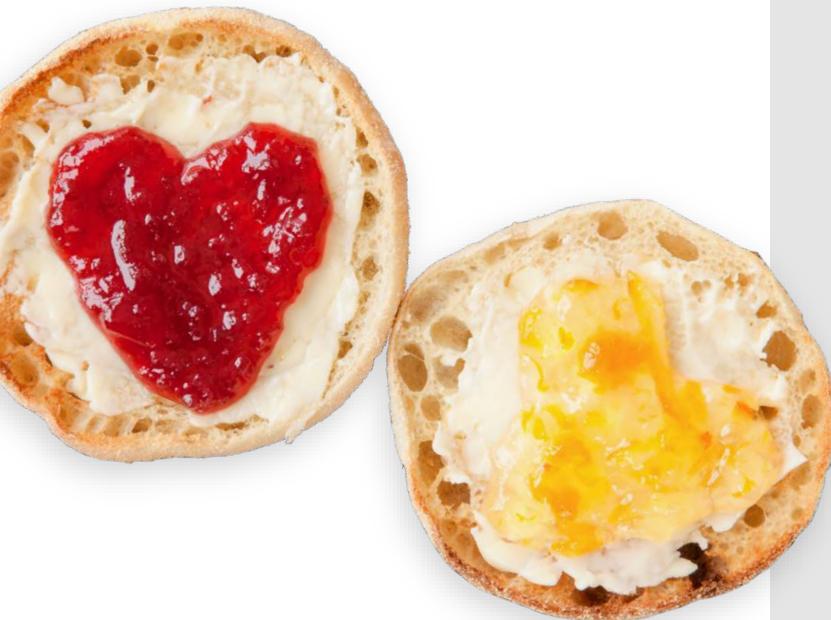
- Tableside parfait carts with choice of yogurt and toppings



Brand Names

Brand names resonate with older consumers, particularly in regards to breakfast condiments such as fruit spreads, syrups and butter. Matures place greater value than other generations and the overall population on operators offering trusted brands for certain condiments at breakfast. The prominence older guests give to brand recognition is tied to decades of developing a trust in household names and associating them with reliable quality and taste. For operators, partnering with established breakfast condiment brands such as Smucker's could enhance menu appeal for older guests.

Baby boomers and matures might be more willing to try nontraditional breakfast condiments—such as flavored syrups and butters—if they come from a trusted name brand.

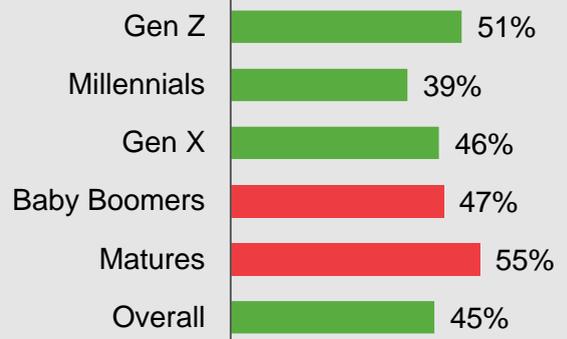


For which of the following condiments is it important that restaurants offer brand names?

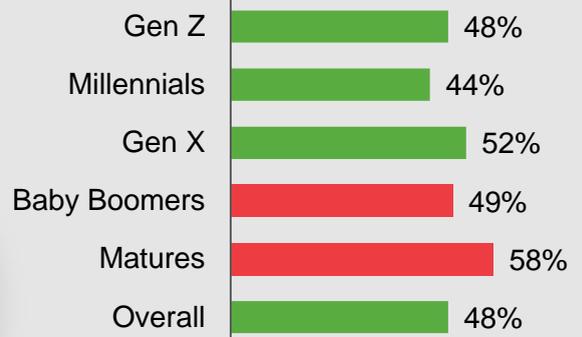
Fruit Spreads



Maple Syrup/Molasses



Butter



Base: 67 Gen Z, 333 millennials, 183 Gen Xers, 334 baby boomers, 60 matures, and 977 total consumers who indicated that it is important for restaurants to offer brand-name condiments for breakfast foods



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
- 112 oz. of corn muffin batter, prepared
- 2 1/2 cups of Smucker's® Blackberry Preserves, divide

Directions

Step 1: Preheat conventional oven to 400°F. 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 and Matures

#1

CATER TO ESTABLISHED EATING HABITS

One key trait baby boomers and matures share is a satisfaction with their overall eating habits (37% and 39%, respectively) compared to younger diners (33% of Gen Z and 32% of millennials). This is partly attributed to older consumers having a better understanding over their lifetime of the food and beverages they need and enjoy. Instead of trying to sell older consumers on emerging trends that cater to today's youth, operators should recognize the different preferences of these established older diners in their culinary development.



#2

CAPTURE BABY BOOMERS' SPENDING POWER

Baby boomers have tremendous spending power, more than any other generation, and operators will want to go the extra mile to capture the dining dollars of this demographic. Callouts that will particularly win over this generation at breakfast include “hormone-free” and other “real” buzzwords, as well as menu labels that convey classic preparations such as “breakfast favorites” and “homestyle.”

#3

TARGET MATURES WITH REAL AND FAMILIAR BREAKFAST FOODS

Matures have the lowest restaurant attendance at breakfast of all generations, but there are many tactics operators can use to encourage morning visits from these individuals. Making brand-name condiments visible at breakfast (whether it be on the table or on the menu), promoting the use of real ingredients and fresh preparations, and spotlighting traditional breakfast options are ways to tempt this demographic.

