



Breakfast for Lunch. Perfect for P.M.

People's love for breakfast at any time of day makes this event a field-proven favorite. Yet behind this unassuming idea is a promotion that has it all: Popularity with customers, easy menu planning, lower food costs, and a nice bump in profits.



Getting Into The Mix

Monarch Multigrain Pancake Mix stacks up four good reasons to make it the central focus of the Breakfast for Lunch promotion.

Consumer Demand: Pancakes have been an American breakfast menu essential for centuries, and the demand is growing. “Gourmet pancakes are on the rise,” notes business.com (2013). A sensational stack has the power to bring new customers to the café, and increase the frequency of visits by current customers.

Growing Nutrition Awareness: Nutritional awareness among consumers is at an all-time high. Clients and consumers from coast to coast are increasingly aware of nutrition and aggressively seeking more healthful menu options. Higher dietary fiber is a foundation of this trend, considered by many to be a critical objective.

US Foods® partnered with the Whole Grains Council to create a high-fiber pancake. Our 10-grain solution is rich with flaxseed, wheat, rolled oats, barley flakes, rye flakes, crushed corn and sesame seeds plus 3 ancient grains — amaranth, quinoa and teff. Each serving (three 4” pancakes) offers 10 grams of fiber, with only 253 calories, 650 mg of sodium and 0 trans fat.

They Taste Great: All noble intentions aside, if it doesn’t taste good, people won’t eat it twice. They’ll definitely be back for more of these.

The taste and texture of our Multigrain Pancakes are outstanding – soft and fluffy with a sweet, nutty flavor and hints of cinnamon and vanilla. Customers are surprised, delighted, and likely to note, “Now THIS is a great pancake!” Add fresh seasonal fruit to the mix and you have a healthful, hands-down winner.

Greater Profitability: Each plain multigrain pancake has an approximate cost of only 6¢, which are among the lowest priced of all main plate menu items at any day-part.





Rounding Out The “Breakfast For Lunch” Menu Offer

We teamed our multigrain pancakes with real Vermont maple syrup and the customer’s choice of Cheese and Bacon Strata or Vegetable Frittata. Sides of Bourbon bacon or turkey sausage are available with the option of adding a fresh fruit cup.





Menu & Marketing Opportunities

Showcase Multigrain Pancakes in a “Breakfast-for-Lunch” event.

There are 3 outstanding reasons to hold a “Breakfast for Lunch” event at least once a quarter:

1. Customers love it. Some locations report that “Breakfast for Lunch” are the highest drawing of all special café events.
2. It looks good on the bottom line. Priced right, it can be very profitable. Recommend offering a complete meal at a fixed price.
3. Introduce the lunch crowd to the breakfast menu. Show ‘em your breakfast best. Once they see how great your breakfast menu is, you’ll draw more of the 60% non-participants into the café breakfast habit.



Menu & Marketing Opportunities



Possible Menu

3 Multigrain Pancakes

Served fresh and hot with Dutch Apple or Maple-flavored syrup

Your Choice Of Cheese and Bacon Strata

Brunch egg casserole with hardwood-smoked Bourbon bacon, mushrooms and Dijon mustard with a combination Monterey Jack, American and Parmesan cheeses.

Or

Vegetable Frittata *

Frittata bake with eggs, mushrooms, green bell peppers, onion and swiss cheese.

Choose A Side

Apple-Wood Smoked Bacon

Bourbon Bacon

Turkey Sausage Links

Add for x.xx

Seasonal Fresh Fruit Cup

Add for .xx

Grade "A" Dark Amber Vermont Pure Maple Syrup



Marketing Materials

Use our designed posters and flyers for a bigger impact.

These advertising and marketing pieces highlight the exceptional product quality will build anticipation and traffic, and overcome any resistance to the slightly higher price point.

e-Media – Add your dates and get this into the message rotation on monitors throughout the hospital. Also include it on your café’s website.

Poster – Place the (22”x 28”) “Breakfast for Lunch” poster in the café at the entrance on the day before the event.

Promotional Flyer – Have these flyers with “available tomorrow” printed on site with a good quality color copier. Make sure the print quality is good and color is accurate.

If desk drops are permitted, have one of these distributed to every hospital work station the day before the event. Post flyers on department bulletin boards and in high-traffic areas throughout the facility. Also consider placing a stack of these in your seating area.



22”x 28” Poster



8.5”x 11” POS Flyer



Table Tents





Marketing Timetable

Some hospital cafés will make this a much-anticipated monthly event. Every café should run it at least once a quarter. Not that you need a reason to feature Breakfast for Lunch, but there are a few natural tie-ins as well: National Pancake Day (February 5), Mother's Day (2nd Sunday in May), All American Breakfast Month (September) and National Maple Syrup Day (Dec. 17).

One Week Prior

Plan your electronic media to launch two days before the event. This will include messaging on monitors throughout the hospital, a splash on your café's home page, and if you have a customer database or social media presence, email, Tweet and/or make a Facebook post.

Two Days before the Event

Along with your e-media, post flyers on department bulletin boards, in break rooms, and at the café entrance. With permission, they can also be placed in waiting rooms, lobbies, elevators and other high-traffic areas around the hospital.

Day of the Event

Use an 8.5"x11" POS at the point of sales to identify the breakfast menu offer. Use the menu template provided in the operator's guide – simply add your pricing and any menu changes, then print and distribute.

After the Event

Remove poseters, flyers, intranet posting and electronic message.

Review the day's sales, consider how the promotion was staged and see if there's anything you'd do differently the next time it runs. If so, make a note and review it with customer comments at your next staff meeting.



Flat-out Better Pancakes

Easy to Order

Multigrain Pancake Mix, #2756732 – 6/5 lb.

- A 5 lb. bag of Multigrain pancake mix makes 114, 4” pancakes.
- Dutch apple and blueberry pancake recipes are available from US Foods®.

Serving the Strata and Frittata

Multigrain pancakes are the main feature of the promotion therefore we only need a 4 oz. portion of the strata or frittata to complete the plate.

The disposable ½ aluminum pan filling for Cheese and Bacon Strata is slightly more; 72 oz. verses the Vegetable Frittata, which is 60 oz. The length and width of the pan is the same but the strata is a little thicker. To keep the portion size equal, cut the strata into 18 pieces and the vegetable frittata into 15 pieces.

Cheese and Bacon Strata – 18 – 4 oz. portions per pan.

Vegetable Frittata – 15 – 4 oz. portions per pan

The cooked frittata and strata should be cut and portioned in the kitchen and the individual portions placed into 2” steam table pans as opposed to being served in the disposable aluminum cooking container. Just because it’s convenient for the kitchen doesn’t mean it shouldn’t look special for the customers.

Merchandising the frittata and the strata in traditional serving pans will greatly improve the overall presentation of the product and make the entire menu offer much more appealing. It will also be faster and easier to serve once the product is transferred to a 2” deep steam table pan or other appropriate serving platter.





Egg Strata & Vegetable Frittata Recipes

Cheese and Bacon Strata

Serving side: 1 ea

Yield: 50 servings

4 2/3	cup Glenview Farms Savory Egg Mix (8571002)
9	slices Hardwood Smoked Bourbon Bacon
10	slices White sliced bread
12	oz Monterey Jack Shredded Cheese
12	slices American Cheese
3/4	cup Premium Mushrooms Pieces & Stems
1/2	cup Margarine
6	cup 2% Reduced Fat Milk
2 1/4	tsp Dijon Mustard
3/4	tsp Iodized Salt
1/2	tsp Ground Pepper

Preparation:

1. Prepare bacon according to separate recipe. Crumble bacon into bite-sized pieces.
2. Line 12x20x4" pans (30 servings per pan) with bread. Cover bread with shredded jack cheese followed by American cheese.
3. Sauté mushrooms lightly in melted margarine. Combine mustard, bacon, mushrooms, egg mix, milk, ham, salt, and pepper. Pour over bread-cheese mixture.
4. Let stand for 10 minutes to allow bread to become moistened by milk. Sprinkle top with Parmesan cheese.
5. Cover pans with aluminum foil and refrigerate for 3-4 hours or overnight. Bake in oven at 350°F for 40 to 60 minutes, or until top is lightly browned.

Cheese and Ham Strata

Serving side: 1 ea

Yield: 50 servings

3 1/4	qt Glenview Farms Savory Egg Mix (8571002)
2	tsp Iodized Salt
1	ga 2% Reduced Fat Milk
1	tsp Ground pepper
1	cup Parmesean Grated Cheese
30	slices White Bread
2	lbs Monterey Jack Shredded Cheese
15	slices American Cheese
3	lbs Boneless Pit Smoked Ham

Preparation:

1. Line 12x20x4" pans (30 servings per pan) with bread. Cover bread with shredded jack cheese followed by American cheese.
2. Dice ham into bite-sized pieces.
3. Combine egg mix, milk, salt, and pepper. Pour over bread-cheese mixture. Let stand for 10 minutes to allow bread to become moistened by milk. Sprinkle top with parmesan cheese.
4. Cover pans with aluminum foil and refrigerate for 3-4 hours or overnight.
5. Bake in oven at 350°F for 40 to 60 minutes, or until top is lightly browned.

Vegetable Frittata

Serving side: 1 ea

Yield: 50 servings

1 1/4	gal Glenview Farms Savory Egg Mix (8571002)
5	pt Premium Mushroom Pieces & Stems
1 1/4	Tbsp Iodized Salt
1 1/4	cups margarine
1 7/8	cups Green Bell Pepper
1 7/8	cups Yellow Onions
2 1/2	lb Shredded Swiss Cheese
1/2	cup Parsley Flakes

Preparation:

1. Melt margarine in 4" baking pan(s) (20 servings per pan).
2. Mix all remaining ingredients together and pour into pans over melted margarine.
3. Bake in oven at 400°F for 20-25 minutes, or until puffed and a knife inserted in center comes out clean. Cut into 3"x4" squares.



Ordering Information

Rykoff Sexton® - Vermont Pure Maple Syrup – Grade A - #2740389

Glenview Farms® - Savory Egg Mix - #8571002

Patuxent Farms® - All Natural Applewood Smoked Bacon, Raw - #2771301

Patuxent Farms- All Natural Applewood Smoked Bacon, Precooked - #2771305

Patuxent Farms - Bourbon Bacon, Raw - #6763171

Patuxent Farms - Bourbon Bacon, Precooked - #6763601

Monarch® - Bourbon Molasses Baked Beans - #6763494

In summary, breakfast menu items served in the institutional café are almost always priced well below market, prompting some self-op FSDs to ask, “Why would I want to serve breakfast at lunch and lower my check average?”

The answer: profits and popularity.

Merchandise a breakfast menu at the entrée or grill station and make them the only items being offered there. Our Breakfast for Lunch menu screams quality, glows with a healthy halo and with the bundled sides definitely supports higher pricing.

- The pancake promotion works because whole grains are a big part of today’s healthy eating trend, and customers don’t have to sacrifice taste with these delicious products.
- It’s a fun change of pace promotion and everyone loves brunch!