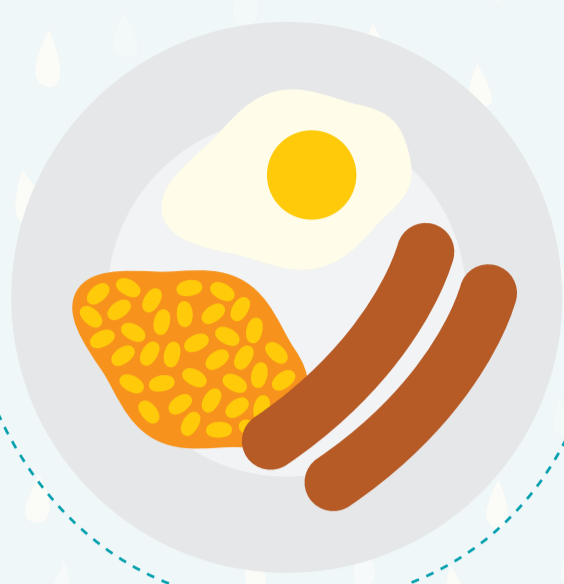


# THE GREAT BRITISH BREAKFAST

## The Facts

29% eat breakfast out at least once a week



75% are likely or very likely to order a cooked breakfast when eating breakfast out-of-home

52% of people eat breakfast out after 9am



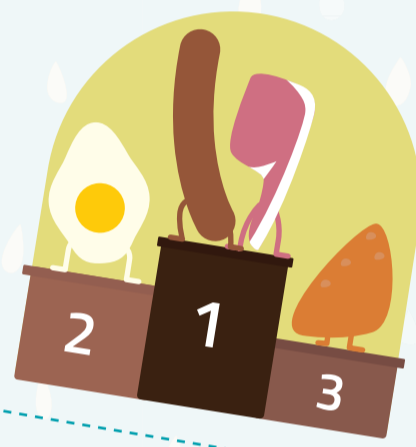
87% would order a cooked breakfast between 7am and 11am

38% of people would expect to pay £4.01-£5.00 for a cooked breakfast



70% are most likely to order a Full English when ordering a cooked breakfast

Hash browns are the third favourite cooked breakfast item after sausages/bacon and eggs



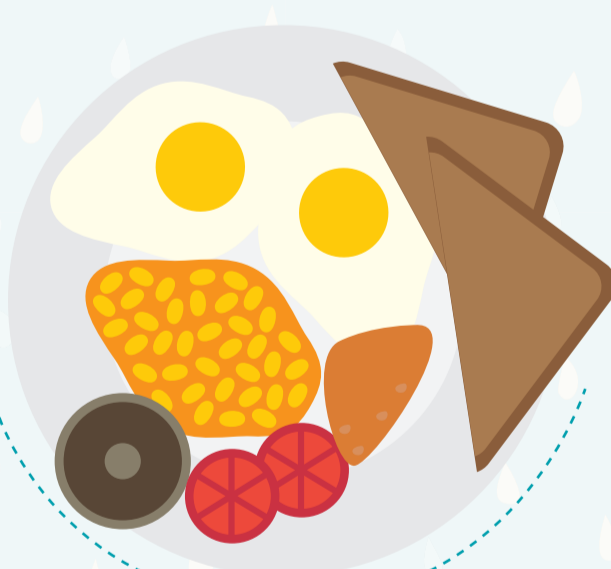
68% think a great British breakfast should include a hash brown

80% of people would pay 50p more if their breakfast came with a hash brown



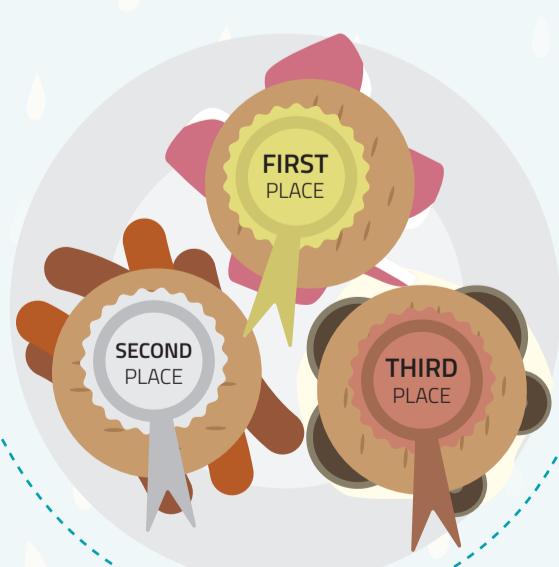
80% of people don't think there are enough gluten-free cooked breakfast choices

54% don't think there are enough vegetarian cooked breakfast choices



38% would go to a café when eating breakfast out-of-home

36% of people would buy from a bakery when having breakfast on-the-go



The **three** most popular breakfast baps are; Bacon, Sausage and Egg & Mushroom