

eat out

SERVING THE RESTAURANT & PUB BUSINESS

www.eatoutmagazine.co.uk AUGUST 2015

BUSINESS FOCUS

[← TAP BACK TO CONTENTS](#)



RISE AND SHINE

With Brits spending £76 million every day on eating out at breakfast, can restaurants and pubs really afford to miss out on this rapidly growing market? **Nathan Pearce** reports

1 of 5 PAGES - NAVIGATE DOWN

More and more operators are seeing the huge potential in the breakfast market and deciding to capitalise on it, but it turns out it takes more than a few rashers of bacon and a fried egg to succeed.

Almost 10 million people are choosing to eat breakfast out of the home every day, according to a study by purchasing company Beacon, and they're prepared to splash the cash, on average spending around £7.31.

Figures from NPD Group reveal that visits to the pub during breakfast have increased by 128% since 2007 and leading the way is JD Wetherspoon, which has become one of the biggest players in the breakfast market, recently ranking fifth most popular breakfast choice in the UK, behind the likes of McDonald's and Costa, according to CGA Peach.

The pub giant offers a Full English for under £3 and has teamed up with Lavazza to offer unlimited filter coffee for 99p at the majority of its sites. Wetherspoon sold 24 million breakfasts in 2014 alone and chairman Tim Martin wants to treble that figure within the next 18 months.

Greene King and BrewDog have also seen the potential; BrewDog has recently trialed breakfast at its Leicester site and after a successful few months revealed to Eat Out that it plans to expand the offering to more of its sites.

Clive Chesser, business unit director for Greene King Pub Partners, says: "Breakfast is the most important meal of the day, and that is especially true for profit boosting as it's a



2 of 5 PAGES - NAVIGATE DOWN

high margin opportunity. Licensees looking to test the market might want to try opening up their pub early especially for bookings from community groups, offering the space for free but charging for drinks and bacon rolls.

"It is a low risk start that could lead to bigger and better things once word spreads. Just do not forget the importance of a decent cup of coffee!"

Coffee has become intrinsic to the nation's morning routine, with Wetherspoon serving around 50 million cups of coffee in 2014.

"A quality tea and coffee selection is an essential part of a breakfast menu", says Barry Kither, sales and marketing director at Lavazza.

Operators must do it properly though, with proper equipment and thorough staff training. Lavazza offers all of its partners, including the likes of Frankie & Benny's, Chiquito and La Tasca, training in exactly how best to use them properly to ensure the best possible serve.

Operators should consider introducing cluster deals where consumers are offered a breakfast deal, such as coffee with a pastry or a muffin. "It's an offering that suits consumers on the move and in need of something quick and easy to grab and go," says Kither.

Vegetarian and healthy options are also key considerations. Distributor Vegetarian Express found that 17% of consumers don't feel there are enough vegetarian options when eating out at breakfast and a quarter of people are choosing not to eat meat.

And HospitalityGEM found that a third of consumers see breakfast as the most important day part to eat a healthy breakfast and almost half feel healthy choices at breakfast are more easily available than they were 12 months ago.

Health-focused concepts such as Tossed and itsu are capitalising on the breakfast market, incorporating porridges and egg-based dishes boosting protein levels and hitting one or more portions of five-a-day.

Emma Warrington, of Beacon, says: "Healthier options at breakfast are hugely popular, with 81% seeing an increase in the popularity of healthy options at breakfast. There is real scope for restaurants to capitalise on this trend, and set themselves apart from their competition - think juice bars, low carb options and smaller portions."

However, despite many outlets rolling out their breakfast offer across all of their sites, some, including restaurant chain Le Bistrot Pierre don't see

3 of 5 PAGES - NAVIGATE DOWN



TOP TIPS FOR BREAKFAST

Aviko's UK and Ireland general manager, Mohammed Essa, has told Eat Out his top five tips for operators looking to tap into the morning market.

- 1. Innovate** - Introducing variety to breakfast menus with a unique twist on traditional favourites is key to attracting new customers and keeping existing customers coming back for more.
- 2. Pick 'n' Mix** - Offering pick 'n' mix breakfast options gives customers the freedom to choose their favourite items. It's a great way to create custom-made dishes for a fixed price and tap into the growing appetite for interactive, build-your-own meals.
- 3. Trade Up** - Hash browns, for example, are not only an essential menu item (68% of people think a great British breakfast should include them) but also present a huge profit opportunity with 80% of people expecting to pay 50p more if their breakfast is served with one.
- 4. Appeal to their senses** - It's a well known fact that people eat with their eyes so it's worth taking extra care when presenting breakfast dishes. Chunky chopping boards, small skillets and mini frying baskets are all eye catching ways to present food.
- 5. Promotions** - Offering a free hot drink or fruit juice with a breakfast meal creates added value for the customer at very little cost to the operator. This sense of goodwill could be increased with the introduction of loyalty cards.

4 of 5 PAGES - NAVIGATE DOWN



the commercial benefits of doing so.

"The demand for breakfast does vary by location," says Marylise Perrard, operations director at Le Bistrot Pierre, "Some sites offer breakfast just at the weekend, but other locations have the demand daily. We don't offer breakfast at all of our Bistros as not all the locations would deliver a viable return as the demand is not there.

"Check your competition locally and see who else is opening for breakfast. What are they offering in terms of range of dishes? Are they open daily? What is their footfall like?"

It's the traditional cooked breakfast that still dominates the morning market, with 75% of respondents in an Aviko survey likely to order one when eating out at breakfast, and 70% of those likely to order a Full English.

Despite such a large proportion of consumers opting for the Full English over something more daring, this hasn't stopped some operators from straying away from the traditional and offering early risers something a little more unusual.

Wagamama recently debuted a Japanese-inspired breakfast and Nando's premiered its own breakfast menu at its Gatwick site, offering maple pancakes and toast, alongside the 'Nando's Benedict'.

5 of 5 PAGES - END