



Amazingly made from plants!



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TASTE.  
ZERO  
CLUCKS.**

# WHY PLANT-BASED BREAKFAST?

## **There is a growing demand for plant-based breakfast:**

24% of consumers said they would like to see more plant-based options for breakfast<sup>1</sup>

Over 50% of Americans are actively looking to eat more plant-based foods<sup>2</sup>

## **The breakfast category is growing in foodservice:**

44% of consumers said they will eat more breakfast in restaurants<sup>1</sup>

## **Expanding the breakfast offering increase revenue:**

Brands that expanded their breakfast offerings are seeing an increase in revenue and are able to stand out better among the competition

Wendy's grew its breakfast sales by ~25% in 2021 and it is continuing to grow in 2022<sup>1</sup>

Sources: 1. Mintel, restaurant breakfast and brunch trends 2. OnePoll, 2019

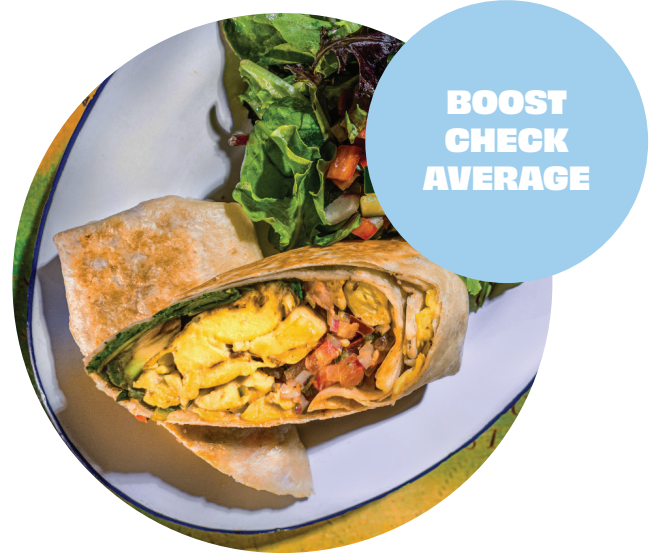
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# THE EGG EVERYONE IS TALKING ABOUT

“ Our plant-based business has more than doubled since adding Zero Egg. The Zero Egg breakfast burrito is our #3 best-selling menu item, with Zero Egg dishes making up more than 20% of all breakfast sales.

**Dave Ethan,**  
Co-Owner, The Grey Dog



“ We started with 3 cases of Zero Egg a week and are now up to 3 cases a day. Not to mention a boost in check amounts, an increase in foot traffic, and attracting new customers.

**Sherree Goldstein,**  
Owner, Square Cafe



“ I'm not usually a fan of plant-based, but as a chef Zero Egg impressed me!

**Joseph Simon,**  
Executive Chef, Gracie Mansion

