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**BILLION**

Brunch orders served by restaurants last year



In 2018, QSR concepts served the majority of Brunch orders (74%); orders grew 6% since 2014.

**↑16%**

In 2018, Brunch orders grew most notably at Casual Dining Independents, up 16%, and 4% industry-wide.



**Beverage Matters!**

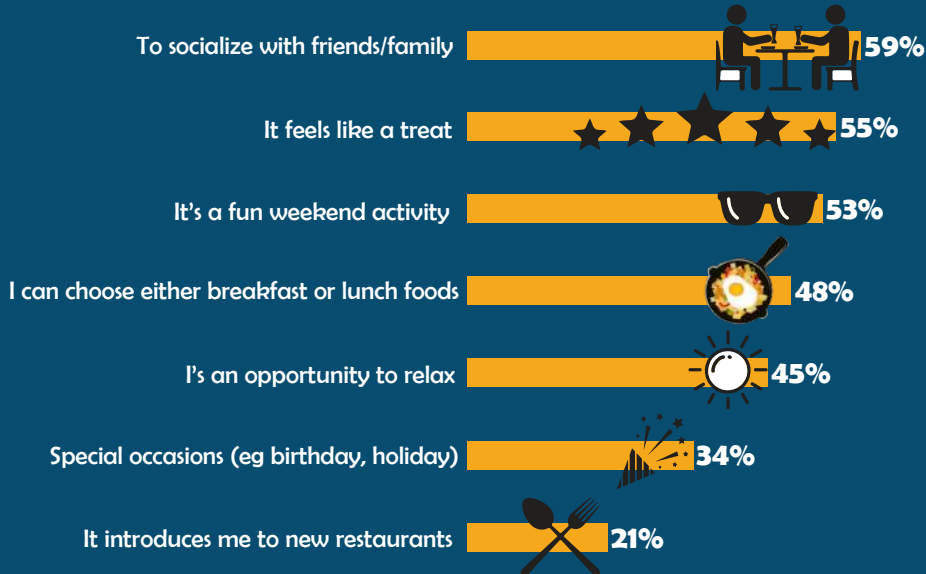
- 40% of consumers say flavored coffees are appealing for Brunch.
- 32% of consumers say functional juices (health benefits such as Kombucha loaded with probiotic) are appealing for Brunch.
- 14% of consumers say alcoholic cocktails are appealing for Brunch— driven by women age 22-44 (33%).

**What is trending**

**Breakfast Motivators**

“Why do you typically eat brunch at a restaurant?  
Please select all that apply.”

Source: Lightspeed/ Mintel 3/19



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Cuban Breakfast Hash



Fried Egg Korean Biscuit Sandwich

**Most appealing features of Brunch Menu:**

- Well over half of consumers (59%) say menu variety is appealing on Brunch menus.
- Nearly 70% of consumer say that combo platters with Eggs and a starch like pancakes are appealing for Brunch.
- 1 out of every 4 Millennials find international influence appealing on Brunch menus.

