



**MICHAEL
FOODS** INC.

Build a Better Breakfast



Fully cooked products from Michael Foods make it easy to elevate your breakfast menu!

Build Your Business

Use our recipes and insights to drive menu relevancy, excite your guests and profitably grow your business.

Save Prep Time

Anything you can do with a conventional egg, you can do more quickly with our value-added eggs. Fully cooked sausage and refrigerated potatoes simplify and expedite your breakfast dishes.

Serve Quality

All value-added eggs are made with real, farm-fresh eggs. Our precooked sausages use only the best cuts of pork and spice blends that will keep your customers coming back. Our potatoes are made fresh, never frozen or dehydrated, for a satisfying scratch quality taste.

Assure Safety

Virtually eliminate the risk of Salmonella and egg related cross-contamination. Our precooked products are always ready to heat and serve.



Value Added Eggs

From the refrigerator to a plate in minutes! Papetti's® Homestyle Fried Eggs and Fully Cooked Refrigerated Scrambled Eggs are not only real and delicious, they save you time and protect you from stressing over food safety.

**SIMPLY
POTATOES**®

Refrigerated Potatoes

Every Simply Potatoes® foodservice product is made from real, fresh potatoes that are refrigerated—never frozen or dehydrated—for ultimate quality and guest satisfaction. Already cleaned, peeled and sliced, mixed or mashed – simply cook and serve.

To order today or for more product details, call 800-328-5474 or visit michaelfoods.com

¹ Technomic Breakfast Consumer Trend Report, November 2017

Elevate Your Breakfast Menu

Fully cooked products and on trend concepts from Michael Foods make it easy to upgrade your breakfast menu!



Breakfast Sandwich

What? A whole grain English muffin with a Papetti's® Homestyle Fried Egg, Sausage Patty, strawberry jam and American cheese.

Why? Not only do Breakfast Sandwiches rank #1 among most popular breakfast foods but they have been a top traffic driver in the industry. Over the past decade Breakfast Sandwich orders grew 34%.*



Breakfast Bowl

What? Simply Potatoes® Hash Browns with Papetti's® Fully Cooked Refrigerated Scrambled Eggs, an Sausage Patty, peas, carrots and scallions, finished with Sriracha.

Why? Today, nearly one-third of restaurant operators menu Bowls; this includes Breakfast Bowls with Eggs. Many Breakfast Bowls are inspired by global flavors.+ The veggies and Sriracha in this Breakfast Bowl make it stand out from the rest!



Breakfast Wrap

What? Michael Foods Hash Browns with Pre-Cooked Refrigerated Scrambled Egg, Sausage Patty, Pico Tomato Blend, Cotija Cheese, Valentina Salsa Roja and Cilantro

Why? Breakfast Burritos are among consumers' favorite breakfast foods, currently ranking 7th. Since 2010, Breakfast Burrito orders have grown 27%*. With 70% of breakfast orders being eaten off-premise, portability is KEY!*



Breakfast Skillet

What? Roasted tomato and red pepper shakshuka with Papetti's® Homestyle Fried Egg, Sausage Patties, onions, parsley and Parmesan cheese.

Why? Breakfast Skillets are unique and tremendously versatile. Consumers can build their own or order a signature skillet. This one is inspired by Shakshuka...a classic Israeli dish. Shakshuka has grown on menus 167% over the past 4 years.



Breakfast Pizza

What? Pizza dough topped with shredded Mozzarella, Papetti's® Fully Cooked Refrigerated Scrambled Egg, Jalapeño and Cheese Sausage, chopped bacon and sliced Canadian bacon.

Why? More and more operators are featuring Pizza with Eggs. Since 2014, Pizza with Eggs has grown 46% on menus.+ This Breakfast Pizza is prepared with Jalapeños making a very craveable breakfast item for younger consumers.

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