

# "GOOD MORNING" STARTS WITH BREAKFAST

*Let's Bring Those Customers Back!*



*Guests love breakfast  
AND they miss it a lot.*

As communities reopen, tell your guests  
**YOU ARE GOING**

*All Out For* **BREAKFAST**

## *All Out Specials*

People have been cooped up at home and are looking for a reason to get out. Restaurants provide the comfort meals they need! Give them extra special reasons to celebrate!

### *Birthdays*

Celebrate the birthdays missed during quarantine with a free treat alongside their breakfast.

### *Early Birds*

Give guests who place an order before 9 am access to unique breakfast specials.

### *Brunch & Brinner*

Breakfast is a comfort food. Highlight your breakfast expertise by featuring it as a lunch or dinner special.



*Bagels • English Muffins  
Cake Muffins • Donuts  
Bread, Rolls & Buns*



## *All Out Deals*

Consider these EASY ways to rally consumers back out for breakfast. Get creative! Deals can provide value to guests without cutting deeply into your bottom line.

- Donate a percentage of proceeds or consider the round up approach, to support your furloughed staff or a local food bank.
- Offer a percentage off orders from healthcare workers, hospital staff and first responders.
- Guarantee free delivery for all orders over \$30.
- Let kids eat free on a certain day of the week with the purchase of an adult entrée.
- Offer lunch or dinner customers \$1 off breakfast via to-go flyers or cross promotion during lunch and dinner occasions.

