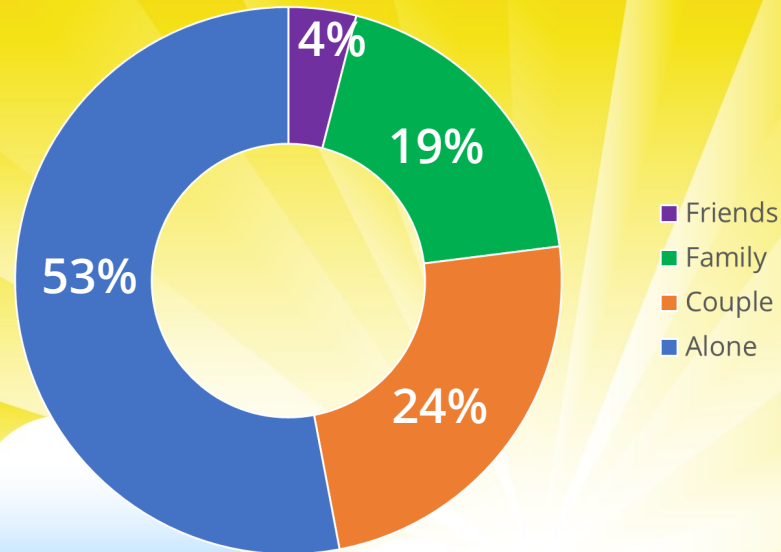


## FOOD & BEVERAGE TRENDS: DAY IN THE LIFE OF FOOD

# Top of the Morning! Breakfast Occasion

The ever-evolving dynamics of food culture heavily influence consumers' shopping and eating behaviors. Eating occasions emerge from the way consumers live and are what give meaning and context to the way they shop. Here's a snapshot of the who and what of the breakfast eating occasion.

**WHO**  
Person or persons involved

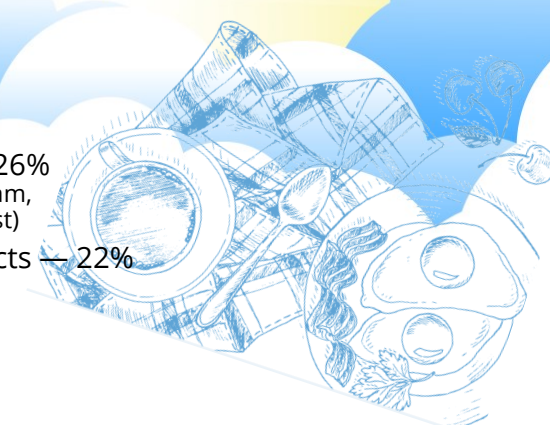


Eating breakfast is largely a solitary eating occasion: over half of breakfast occasions (53%) are eaten **ALONE**.

**WHAT**  
The types of foods and beverages consumers eat and drink

### Top 3 Foods

- Eggs/egg dishes — 29%
- Common breakfast items — 26% (cold cereal, bacon/sausage/ham, waffles/pancakes/French toast)
- Breads and bread-like products — 22% (bagels, croissants)



### Top 3 Beverages

- Coffee/espresso — 36% (fresh brewed, fresh brewed from pre-packaged ground beans, fresh brewed from fresh ground whole beans)
- Milk/dairy — 20%
- 100% fruit juice/nectar — 17%

Source: Hartman Eating Occasions Compass data 2016 (n=4,878 adult eatings)