

# Americans Love Bread When Dining Away from Home!



Two-thirds of Americans (67%) have been eating more bread items than they normally would when dining out/ordering takeout over the past year, with over half (52%) saying it is because it is offered as a complimentary "starter."

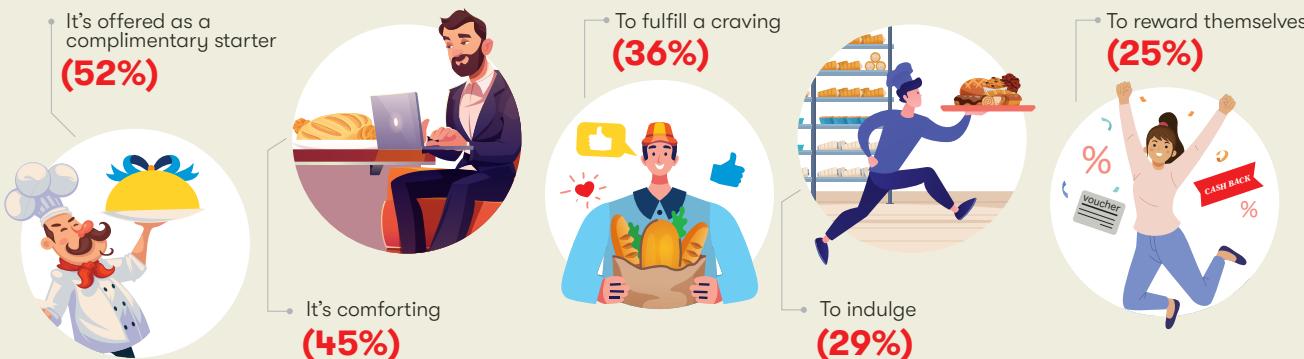
Among their favorite bread items on the menu, Americans ranked **biscuits (34%)** and **croissants (31%)** among the top five items.



Nearly three-quarters (73%) said they look forward to eating bread when dining out or ordering take out.

**Summary:** Bread is more than a staple menu item, it is something consumers crave and look forward to when they are dining away from home—giving restaurants an opportunity to meet patrons' cravings with a variety of bread items and use bread to surprise and delight their patrons.

Consumers have been eating more bread when dining out/ordering takeout in last year because:



## Top 5 bread items Americans like to eat when dining out or ordering takeout



87% enjoy being offered a free starter of some type of fresh bread when dining out.



73% said their meal usually involves some type of bread as a starter or main course when they are dining out.

63% of Americans are more likely to order a sandwich if it's made with a unique bread/sandwich carrier (e.g., biscuit, waffle, croissant) than if it's made from regular bread.

Three in five Americans (60%) would rather indulge in a good bread item than dessert when dining out.

## TIPS FOR MENU BREADWINNERS

- Offer a complimentary bread basket or a signature bread item (e.g., sticky buns, popovers, biscuits) as a gesture of hospitality to welcome your guests.
- Surprise and delight diners by using bread items in unexpected ways (e.g., a biscuit as a unique sandwich carrier or a croissant at the base for a decadent dessert).
- Reduce waste by repurposing day-old bread items. For instance, unused bread or bagels can be sliced up, brushed with olive oil, seasoned and toasted in the oven to create croutons or chips that can be part of a breadbasket or packaged for resale.
- Maximize the breads you make across your menu, from a.m. to p.m.! (e.g., croissants are a morning staple but can be a great way to elevate sandwiches throughout the day, accompany salads or soup and be used as the base for delicious desserts).
- Take the burden off staff and minimize waste with easy-prep, freezer-to-oven bread items that can be baked as needed.

