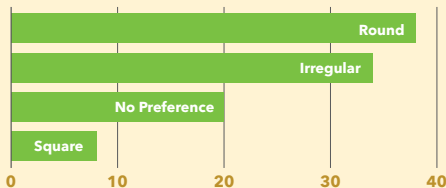




CONSUMER Egg Sandwich PREFERENCE SUMMARY

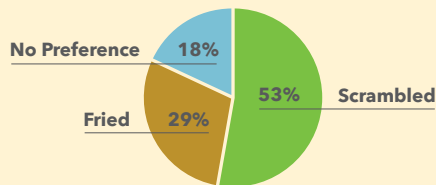


Consumers are most likely to purchase **ROUND** or **IRREGULAR** patties on breakfast sandwiches.



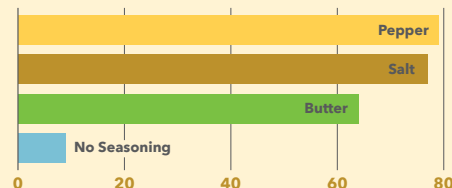
Q1: What shape egg are you most likely to purchase as part of a breakfast sandwich?

Consumers are most likely to purchase **SCRAMBLED** egg patty on breakfast sandwiches.



Q2: Which type of egg are you most likely to purchase as part of a breakfast sandwich?

Make your patties stand out with **PEPPER**.



Q3: Which of the following seasonings, if any, do you like the eggs in a breakfast sandwich to be pre-seasoned with?

76%

MOISTURE LEVEL
76% prefer more on the moist side

54%

SOFT VS. FIRM TEXTURE
54% prefer soft texture

Q4: What moisture level do you prefer the egg to be in a breakfast sandwich?

Q5: What texture do you prefer the egg to be in a breakfast sandwich?



TOP 3 BREAKFAST SANDWICH BUILDS

	MEAT	CHEESE	BREAD
#1	Bacon	Cheddar	Biscuit
#2	Sausage	American	Croissant
#3	Ham	Pepper Jack	English Muffin



Q6: Which of the following meat(s) do you prefer in a breakfast sandwich?

Q7: Which of the following cheese options do you prefer on a breakfast sandwich?

Q8: Which of the following "bread" carrier(s) do you prefer for a breakfast sandwich?