



Breakfast

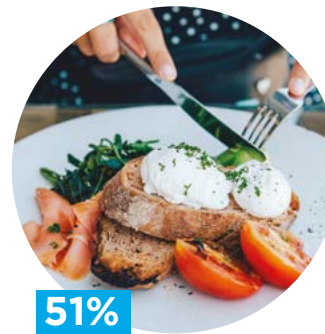
GUIDE

IT STARTS WITH TEA





* Garrahan 2015 / MCA ALLEGRA OOH TEA DATA JUNE 2016
 **MCA Insight - Tea Consumption In the UK Eating Out of Home Market, for Tetley, May 2016



51%

Of consumers eat breakfast out of home twice a month

BREAKFAST IS BOOMING...

It's common knowledge that breakfast is the most important meal of the day, and no less so for foodservice operators. £76million's spent on eating out at breakfast on a daily basis, and a staggering 18% of all breakfast occasions out of home involve tea.* Add to this that the breakfast and brunch occasion now spans the morning and beyond, perfecting your menu offering guarantees a recipe for success.

£20.2BN

Total value of the breakfast time occasion out of home

M&C Allegra Food Top Go Report 2015

So...whatever your sector, ensure you're offering your customers something worth waking up for. Serve up quick and easy breakfast dishes and indulgent brunch options with serious profit opportunities that pair perfectly with a cuppa. After all, consumers are more likely to drink tea with breakfast than any other hot beverage.**



£76m

Spent each day on eating breakfast or brunch out of home

Beacon 2015 survey



31%

Increase in spend at breakfast out of home

NPD Crest 2016



18%
of breakfast
occasions
involve tea

MCA Allegra OOH
tea data June 2016

HOTEL

BUILD YOUR OWN Glorious Granola

THE OPPORTUNITY

Breakfast will be your guest's last meal before they check out, so an underwhelming service can leave a sour taste in the mouth. To enhance their experience, offer a range of teas that stand apart from those they enjoy at home including speciality blends.

THE SERVE

For regular travellers, a continental breakfast can become repetitious and boring. Update your offering with breads, grains and fruits that can be built into a bespoke breakfast for each customer. A cup of Earl Grey complements a wide range of breakfast items, including pastries and cereals.



PAIR WITH
Earl Grey

A classic speciality blend that provides a fragrant and refreshing flavour with citrus tones to wake up the taste buds.



Why not install a **self-serve granola bar** with fruits, seeds and yoghurts for guests to customise their own breakfast?

EXPERT INSIGHT

43%
of beverages
consumed at
breakfast in
hotels are tea
Allegra

“In my experience, it's really important to consider the different needs of your guests. Some might be staying on business, needing nourishment in a hurry, some might be from other countries and cultures, some might not want to go through the hassle of finding somewhere else to eat breakfast before they continue their trip. A buffet style breakfast is an easy way to appeal to a wide demographic of guests. Introduce little twists that bring your self-serve offer to life, like exotic fruits, grains and seeds, and speciality breads and pastries. Spot on!”



*Chris Roberts,
Rowhill Grange*

Chris Roberts is Catering & Beverage Manager at Rowhill Grange, a luxury spa hotel located in Kent.

EXPERT INSIGHT

26%

of adults say they
eat breakfast
at their desk

*Shake up your
wake up*

“

The food and drink choices we make in the morning can help us feel better and function more efficiently at work. In particular, breakfast can help give us the energy we need for a productive and enjoyable day. We're increasingly time poor and have a tendency to skip breakfast all together - so the BDA recommend employers offer a dining environment and food to allow employees to enjoy breakfast away from their desks - that's not always possible though - so nutritious breakfasts that can be eaten on the go will also be really popular.

”



Sue Baic,
BDA

Sue Baic is a dietitian, member of the British Dietetic Association Work Ready Steering Group and a tutor on the accredited Work Ready Dietitian's training course.

WORKPLACE

BALANCED BAGEL

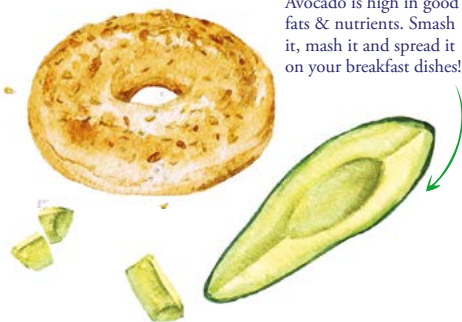
GRAB & GO

THE OPPORTUNITY

With many employees skipping breakfast altogether, there's a huge opportunity to offer a tasty start to the day, offering a slow release of energy, along with a hydrating cup of tea, to keep your staff on their A-game.

THE SERVE

Bagels mean business. Offer a range of savoury options including cream cheese topped with good fats such as avocado. For a sweet topping option, peanut butter, cinnamon, honey & banana provide a protein fuelled start to the day. Tetley's smooth and stimulating Green Tea couples deliciously with this crisp brekkie bagel.



Avocado is high in good fats & nutrients. Smash it, mash it and spread it on your breakfast dishes!



PAIR WITH

GREEN TEA

Green Tea provides a refreshing kick-start to the day, and can be enjoyed at breakfast time and beyond.

IN 2016 TEA SALES TOPPED
£810 MILLION*

OFFER A CHOICE OF
BAGELS INCLUDING
SEDED, WHOLEMEAL
AND GLUTEN FREE



44%

of workers feel
re-energised after a
tea break, with **33%**
stating they feel
more productive**

*MCA Allegra OOH Tea Data June 2016

** OnePoll Research, commissioned by Tetley, May 2015



GO VEGGIE
swap meat for
halloumi &
hash browns

TEA
is the 2nd most
popular beverage at
breakfast in pubs
Beacon 2015 Survey



BRUNCH BOARD

BEANS, BACON & A BREW

THE OPPORTUNITY

Tea is becoming increasingly important to pubs, boosting daytime trading and non-alcohol related purchases. Breakfast and brunch provide great opportunities to encourage hot beverage sales.

THE SERVE

This sharing board is a perfect brunch offering for buzzing pubs, especially for friends gathering to socialise and graze together. A cup of English Breakfast tea is the perfect way to start the day, and Tetley's envelope blend is robust, full bodied and an ideal pairing for a hearty morning meal.

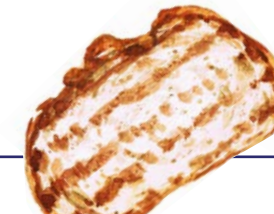
PUB

PAIR WITH
**English
Breakfast**



Hearty black tea
served to your
customers liking
tastes great with
a big breakfast

Open your doors to
the community by
hosting a regular
'Tea Morning' in
your pub.



**EXPERT
INSIGHT**

80%

of Brits consider
breakfast the
most important
meal of the day
Allegra

“

Serving breakfast and brunch are both excellent ways of increasing revenue in any pub. Sales of hot drinks before the lunchtime rush can generate valuable income to your business. Pubs are naturally very sociable places, so a sharing option is a really good way to encourage group dining. I'd suggest offering a mix and match morning menu so your customers can create their own bespoke brunch board.

”

*Dominic Chapman,
The Beehive
White Waltham*

*Michelin starred Dominic Chapman
is chef-proprietor at The Beehive in
Berkshire. Star of BBC's Great British
Menu, Dominic previously worked with
Heston Blumenthal at The Fat Duck.*

+7%

hot drinks growth
within coffee
shops/café's

KWP

“

We love coming up with new brunch recipes at Café des Arts, which was one of the primary reasons for entering the Tetley Great British Brunch challenge last year. This baked eggs recipe is a great addition to any menu, and can be personalised to taste - so you can offer a variety of fillings. Personally we like our Shakshuka with feta cheese, spinach, coriander and chorizo. Another bonus is this can be served as a main breakfast dish, or as a sharing plate or side, with bread to dunk in the sauce.

”



David Koller
Café des Arts

David Koller runs the Café des Arts in Hastings. This café and art gallery provides people with autism with an opportunity to undertake work-based learning and to showcase and sell their art work. David was a finalist in the Tetley Great British Brunch Challenge 2016.

CAFÉ

SHAKSHUKA SKILLET

DIP 'N' SHARE

THE OPPORTUNITY

By offering a variety of tea blends on your menu, you can serve up success by dispelling the myth that only a strong coffee will start the day right! Pair this with the fact breakfast is no longer defined by an early morning time-slot, as we increasingly look to brunch as the meal that sets us up for the day ahead.

For a veggie option add feta, spinach and serve with sourdough soldiers



THE SERVE

Originating in the middle east, this one pan dish is easy to prepare for one or more people to share. Serve in a skillet and offer premium add-ons such as chorizo, wild mushrooms or red chilli for a fiery twist. Tetley's Mint Fusion provides a cooling contrast to balance the scrumptious flavours in a sizzling Shakshuka Skillet.



PAIR WITH
MINT FUSION

Tetley Mint Fusion tea - a restorative and complex blend of three mint leaves, the ideal soothing beverage to finish off a relaxed brunch.



FOR RECIPE INSPIRATION VISIT
TETLEYTEAACADEMY.CO.UK

TIP OFFER DEALS ON
BREAKFAST ITEMS
TO COMPETE WITH
HIGH-STREET CHAINS



MEXICANA
is a BIG 2017
food trend



UNIVERSITY

HEARTY HUEVOS RANCHEROS

REVISION REFRESHER

THE OPPORTUNITY

With increasingly fast-paced lifestyles and less defined day parts, fewer millennials are eating their first meal of the day at home. Convenient, on-the-go breakfast options are very attractive to time-poor students to grab and continue with their day.

THE SERVE

Offering on-trend and interesting dishes is vital in higher education eateries to entice students away from the high-street. This hand-held dish taps into the Mexicana trend and can be enjoyed at breakfast and beyond. A zesty cup of Tetley's Lemon & Ginger provides students with an invigorating wake up call.

EDUCATE STUDENTS ON THE HEALTH BENEFITS OF TEA:

Hydrate the body & improve health and well-being

Very low in calories if served without milk and sugar

Fruit & Herbal blends contain **natural sugar** and are **caffeine free**



◀ PAIR WITH

Lemon & Ginger

Serve with our zingy Lemon & Ginger blend, and join the Mexican food wave!

**EXPERT
INSIGHT**

40%

of tea is drunk
in the morning
Kantar OOH usage
survey 2015

“

Breakfast presents a significant profit opportunity for caterers. From grab-and-go options to hot dishes that can be enjoyed at a more leisurely pace, we recommend that university caterers serve up on-trend menus that rival high-street outlets, tempting students to dine on campus. This breakfast burrito ticks the box - and can be personalised with different fillings too - which is vital as younger consumers continue to drive the trend for customisation.

”



*Mike Haslin,
Chief Executive
TUCO*

Mike is chief executive of TUCO - The University Caterers Organisation, the leading professional membership body for 'in house' caterers operating in the higher and further education sector.

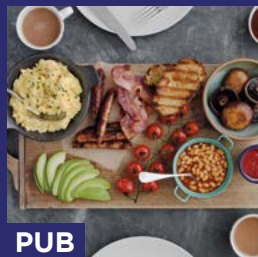
RECIPE INSPIRATION



HOTEL



WORKPLACE



PUB



CAFÉ



UNIVERSITY



GLORIOUS GRANOLA

Create your own crunchy breakfast mix...

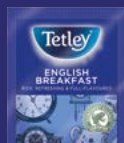
Rolled oats
Mixed nuts
Seeds
Fresh or dried fruits
such as figs, raspberries
and blueberries
Natural yoghurt



BALANCED BAGEL

Slice and serve a bagel of your choice, top with...

Cream cheese
Smashed avocado
Crispy pancetta
Sprinkle of dill and
cracked black pepper



BRUNCH BOARD

Load with as many breakfast items as you like...

Sliced avocado
Scrambled eggs
Toasted brioche
Field mushrooms
Chipolata sausage
Crispy bacon
Beans
Vine tomatoes



SHAKSHUKA SKILLET

Fill your skillet and get your grill on...

Eggs
Tomatoes
Red pepper
Garlic
Olive oil
Feta cheese
Chorizo
Coriander to serve



HUEVOS RANCHEROS

Layer up your wrap and roll...

Wholemeal wrap
Chunky guacamole
Salsa
Black beans
Fried or scrambled egg
Squeeze of lime

DISCOVER THE RANGE

Tetley has over 180 years of expertise and is enjoyed in over 70 countries with more than 45 million cups of Tetley consumed every day.



Visit tetleyteaacademy.co.uk today for information, advice and insight on maximising your tea sales.

Join the conversation [@TetleyTeaOOH](https://twitter.com/TetleyTeaOOH)





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