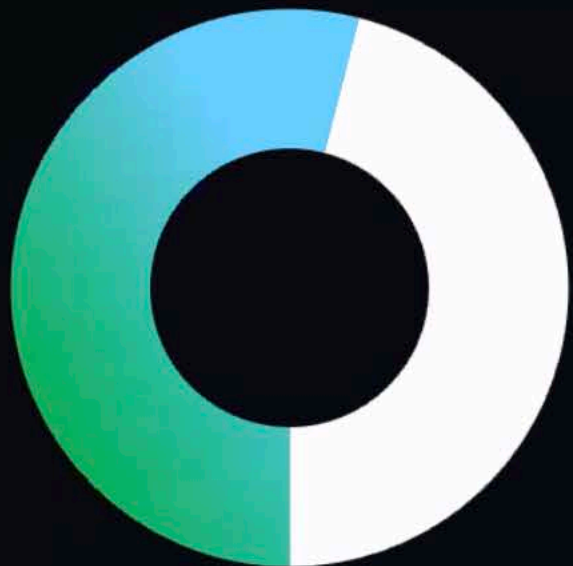


NEW REPORT HIGHLIGHTS

# Global Breakfast

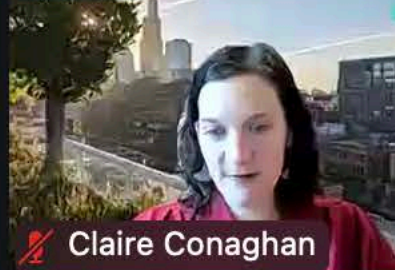
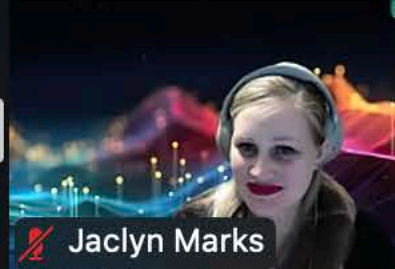
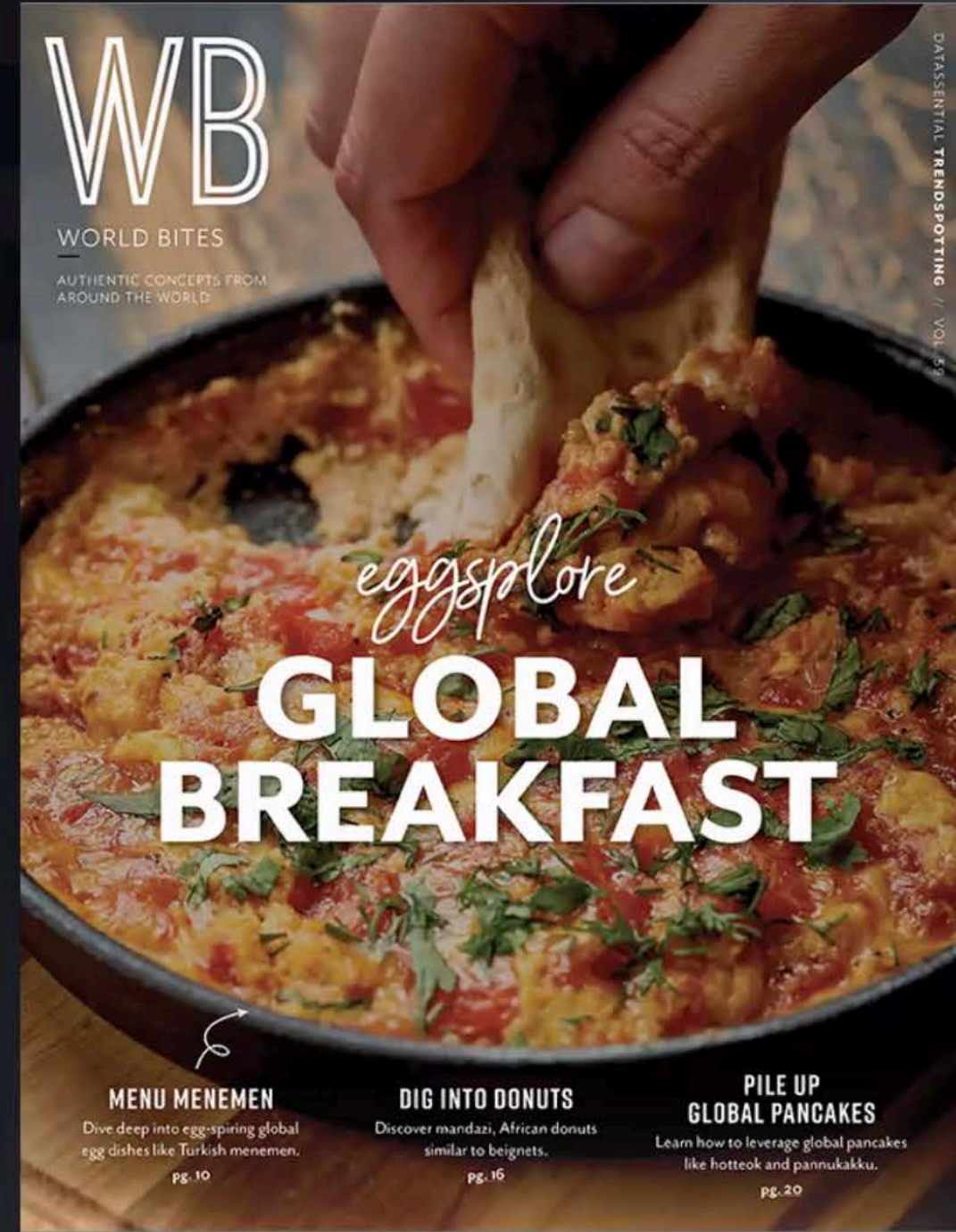
**Rise and shine! It's time to egg-splore global breakfast dishes.** In this issue of *World Bites*, we dive deep into global-yet-approachable egg-based concepts ranging from Turkish menemen to Chinese jianbing, as well as uncover global pancake styles like Korean hotteok and Finnish pannukakku.



# 46%

of U.S. consumers are interested in global breakfast concepts

WINTER TRENDS 2024



# 943

NEW ITEMS,  
RETURNING ITEMS,  
AND LTOS WERE  
RELEASED IN WINTER  
2023 AND 21% OF ALL  
LAUNCHES THAT  
YEAR WERE WINTER  
ITEMS & LTOS





# WINTER MENU TRENDS

## SAVORY WINTER FLAVORS & ITEMS

<b>Lobster Tail</b>	<b>1,500</b>
<b>Wheat Tortilla</b>	<b>1,500</b>
<b>Parmesan Sauce</b>	<b>1,200</b>
<b>Fish Sandwich</b>	<b>825</b>
<b>Cheese Sandwich</b>	<b>750</b>
<b>Plant-Based Dairy</b>	<b>500</b>
<b>Philly Cheese Steak</b>	<b>450</b>
<b>Pollock</b>	<b>400</b>



## SWEET WINTER FLAVORS & ITEMS

<b>Double Chocolate</b>	<b>*</b>
<b>Heart</b>	<b>4,500</b>
<b>Jam</b>	<b>900</b>
<b>Candy Cane</b>	<b>600</b>
<b>Red Velvet</b>	<b>429</b>
<b>Chocolate Syrup</b>	<b>343</b>
<b>Sugar Cookie</b>	<b>300</b>
<b>Ganache</b>	<b>300</b>

84

0

100

consumer interest index  
out of 66 social media  
foods & beverages

# 36%

OF CONSUMERS ARE  
INTERESTED IN  
TRYING BULDAK  
CARBONARA  
RAMEN

