



Toppings Drive Appeal of Breakfast Items

Operators can elevate pancakes, crêpes, waffles, and more with the right add-ons



Breakfast has made a resounding comeback in restaurants. Visits for morning meals are up **4% in the last 12 months**, according to Circana.¹



As consumers continue to enjoy dining out for breakfast, operators can drive traffic and generate bigger guest tickets by creating **unique breakfast dishes** that consumers crave.

These menu items can be new twists on classic favorites such as



pancakes



waffles



crêpes

all of which can be elevated with flavorful toppings such as Nutella®. Or consider other unique menu ideas such as **Squared Shortcrust Pastry with Nutella®** or **Warm Grits with Nutella®**.



Pancakes are Tops

The **No. 1 restaurant dish** featuring Nutella® is pancakes/crêpes.²

Consider a Pancake Skyscraper with layers of sliced strawberries, sliced bananas, and Nutella®, which brings an element of visual appeal and the unique, creamy quality of Nutella® to the breakfast menu to enhance the overall guest experience.

Waffles on the Rise

Within the breakfast daypart, Nutella® mentions are on the rise as a topping for waffles/Belgian waffles, as menu incidence has grown **7.1% year over year**.²

Here's a recipe for **Mini Triple Berry Waffles with Nutella®** or consider seasonal variations such as **Mini Pumpkin Waffles with Nutella®**.



Breakfast Menu Inspiration

Nutella® can be used as a spread on toast, layered into a parfait, or as an ingredient or topping for a variety of other dishes. Some ideas include:



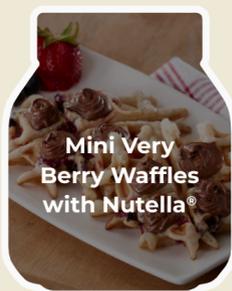
Breakfast cereal parfait with Nutella®



Rolled crêpes with Nutella®



French toast with Nutella®



Mini Very Berry Waffles with Nutella®



Nutella® Acai Bowl

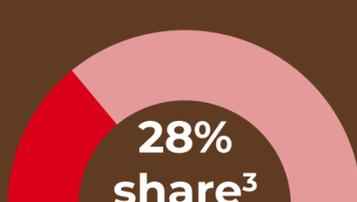


Nutella® Banana Bread French Toast Dipper



The No. 1 Nut Spread

Nutella® is the No. 1 nut spread within broadline foodservice distribution to midscale family-style restaurants, holding a...



Consumers Seek Clean Labels

Consumers are increasingly interested in ingredient labels, certifications, and claims, such as non-GMO and gluten-free. Nutella® offers the following features and benefits:



Kosher and Halal certified



Gluten-free



Not made with GMO ingredients



No artificial preservatives



No artificial colors



People of all ages in more than

200 countries enjoy Nutella®

which gets its unique taste from ingredients such as roasted hazelnuts and cocoa.

[Click here](#) for product information and recipe inspiration for incorporating Nutella® on your breakfast menu

1. Circana press release 12/14/23

2. Technomic

3. Circana, SupplyTrack®, based on the share of broadline foodservice dollars shipped in the 52 weeks ended March 2023, category: jams/jellies/spreads, butters excluding apple, cookie, and pumpkin butters.