



GO BIG FOR BREAKFAST AND BRUNCH

With Traffic-Driving LTOs and Elevated Classics

Yes, let's do this.

Tyson Foodservice has what you need to
drive traffic and win the breakfast daypart

DIVE IN
→



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Breakfast and Brunch Are Back

Restaurants are seeing 8.5% more morning traffic than last year. Morning meals are showing the highest traffic growth—and **breakfast foods are the big item on the menu.**¹

The days of big, long brunches are back. Saturday mornings are now the busiest daypart by sales—**over 10% of all money on dining is spent from 8 am to 1 pm on Saturdays.**²

Wake Up and Smell the Opportunity

Breakfast and brunch may be back, but there are still some areas to explore that could bring in more traffic and help boost check averages:

- **Familiar, but elevated classics** featuring traditional proteins like bacon and breakfast sausage
- **Approachably new LTOs**, like unconventional applications of ingredients, non-traditional proteins or blending meals and ingredients from other dayparts



You Deserve a Patty on the Back

Sausage links and patties are breakfast mainstays and big opportunities



There's nothing quite like a hearty breakfast, and sausage is a huge part of that.

66% of breakfast menus offer sausage.³

Sausage is a workhorse on the breakfast menu. It can be a side to eggs, it can add a little savory bite to a quiche, or you can serve it up in a sandwich. People simply can't get enough of sausage.

65% of consumers want more breakfast proteins outside of the breakfast daypart.²

Donut Breakfast Sandwich

You do-nut want to miss this LTO! It's an "OMG-you-need-to-try-this" post creator, a word-of-mouth miracle, a breakfast sandwich that's sweet, savory and so much more.

[View Recipe](#)



Jimmy Dean® Fully Cooked Pork Sausage Patties
Jimmy Dean® Fully Cooked Hickory Smoked Regular Bacon Slices

LTO



Elevated Classic



Jimmy Dean® Fully Cooked Pork Sausage Patties

Bistro Breakfast Croissant

Fancy and French go hand-in-hand with brunch. This sandwich may seem dainty, but it packs a creamy, savory bite that will make customers say "Oh-la-la!"

[View Recipe](#)

Elote Breakfast Tostada Stack

Take your menu to the streets of Mexico with this breakfast bite that stacks up against some of the best brunches out there.

[View Recipe](#)



MEXICAN ORIGINAL Jimmy Dean® Fully Cooked Pork Sausage Patties
Mexican Original® 5.5" 100% Whole Grain Corn Tostada Shells

LTO



Bring Home the Bacon

And get more out of your menu



Bacon can boost the value of nearly any breakfast dish. With

78% of breakfast menus featuring bacon, it's basically a requirement for your morning menu.³

While it's expected, it's also a perfect way to build some hype around your offerings.

53% of consumers feel that premium fillings or toppings are a top factor when selecting a sandwich to eat away from home.⁴ So you better get fryin'.

Breakfast Avocado Sandwich

Start the day with something salty *and* sweet. Mango salsa really makes this millennial classic stand out.

[View Recipe](#)



Wright® Brand Naturally Hickory Smoked Thick Sliced Bacon

Elevated Classic



LTO

Breakfast Bruschetta

Who said an antipasto can't be brunch? Add some breakfast flair to this Italian dish and wow your customers.

[View Recipe](#)



Jimmy Dean® Fully Cooked Hickory Smoked Regular Bacon Slices

Lumberjack Stack Breakfast Sandwich

Offer enough protein to feed Paul Bunyan. This giant sandwich is no tall tale—it's a big seller with huge flavors.

[View Recipe](#)



Wright® Brand Naturally Applewood Smoked Regular Sliced Bacon
Jimmy Dean® Fully Cooked Sausage Gravy
Jimmy Dean® Fully Cooked Pork Sausage Patties

LTO



Up With the Chickens

No longer just a lunch or dinner meal



Crispy chicken sandwiches have had an exciting few years, and now folks are looking for a little crisp and crunch (and maybe spice) on the breakfast menu.

73% of consumers who have tried a chicken biscuit love or like it.⁵

Almost **1 in 3** consumers are looking for spicier ingredients and flavors at breakfast.⁶

Breaded chicken is the perfect palate for your new sandwich masterpiece.

Brunch Chicken Biscuit

Take all the best parts of a Southern breakfast and make something that your customers won't stop talking about.

[View Recipe](#)



Tyson Red Label® Authentically Crispy Original Chicken Breast Filet

Elevated
Classic



Spicy Breakfast Chicken Sandwich

Bring the heat—and the sweet—to breakfast with this satisfying and simple sandwich.

[View Recipe](#)

LTO



Tyson Red Label® Authentically Crispy Spicy Chicken Breast Filet

Chicken Waffle Sandwich

Take indulgence in a totally different direction with this savory take on a sweet classic—hold the syrup, bring on the cheddar cheese and roasted garlic sauce.

[View Recipe](#)



Tyson Red Label® Authentically Crispy Original Chicken Breast Filet

Elevated
Classic



Philly Up That Menu

This prime-time protein can also show up early



The Philly cheesesteak sandwich is having a moment—**42%** of operators have seen cheesesteak sales growth over the last year.⁴

And since breakfast proteins and sandwiches, wraps and burritos are the most-offered items,³ there's room to add a new savory favorite on your menu.

Philly Biergarten Steak & Egg Breakfast Sandwich

A hearty way to start the day. This beefy beast brings some big flavors to the table—and makes a big impression.

[View Recipe](#)

 **Original Philly**® Beef Sandwich Slices

Elevated Classic



LTO

Bibimbap Korean-Inspired Breakfast Bowl

This savory dish can really make a customer's morning. Full of fresh flavors and tender steak, it'll set your menu apart from the competition.

[View Recipe](#)

 **Original Philly**® Beef Sandwich Slices



Loaded Steak & Egg Poutine Burrito

North meets south in this super-satisfying handheld. Loaded with flavor and texture, your customers will come from all over to try it.

[View Recipe](#)

 **MEXICAN ORIGINAL**

 **Original Philly**®

 **JIMMY DEAN**®

Original Philly® Beef Sandwich Slices
Mexican Original® 12" White Pressed Flour Tortilla Wrap
Jimmy Dean® Fully Cooked Hardwood Smoked 3/8" Bacon

LTO



SAUSAGE



Product Code	Description	Net Wt. (lb.)	Nutr. Serv. Size (g.)	Cal. (kcal.)	Fat (g.)	Trans Fat (g.)	Chol. (mg.)	Sod. (mg.)	Carb. (g.)	Prot. (g.)	♥ Dietary Needs								
BREAKFAST SAUSAGE FULLY COOKED																			
10000025446	Jimmy Dean® Fully Cooked, All Natural,* Formed Pork Sausage Patties, Mild, No MSG, CN, 3.25", 1.5 oz	10	43	180	17	0	25	320	1	5									
10000019138	Jimmy Dean® Fully Cooked Pork Sausage Patties, 3.75", 1.5 oz	10	43	180	18	0	35	230	0	4									
10000019137	Jimmy Dean® Fully Cooked Pork Sausage Patties, 3.75", 2.0 oz	10	57	240	23	0	45	300	<1	6									
10000023705	Jimmy Dean® Fully Cooked Pork Sausage Links, 3.25", 0.8 oz	10	57	260	26	0	45	550	0	6									
10000023704	Jimmy Dean® Fully Cooked Skinless Pork Sausage Links, 3.5", 1.0 oz	10	57	260	26	0	45	550	0	6									
10000015938	Jimmy Dean® Fully Cooked, Reduced Fat Turkey Sausage Patties, CN, 2.25", 1.25 oz	10	71	150	10	0	50	400	1	12									
10000014106	Jimmy Dean® Fully Cooked, Reduced Fat Country Sage Turkey Sausage Patties, 1.5 oz	10	43	80	5	0	25	310	1	8									
10000052287	Jimmy Dean® Heat 'n Serve Fully Cooked Breakfast Sausage Patties, 1.5 oz	10	42	150	14	0	330	330	1	5									
10000052286	Jimmy Dean® Heat 'n Serve Fully Cooked Breakfast Sausage Patties, 2.0 oz	10	56	200	19	0	440	440	1	7									
10000052284	Jimmy Dean® Heat 'n Serve Fully Cooked Breakfast Sausage Skinless Links, 0.8 oz	10	45	150	14	0	360	360	1	6									
10000052285	Jimmy Dean® Heat 'n Serve Fully Cooked Breakfast Sausage Skinless Links, 1.0 oz	10	56	190	18	0	450	450	1	8									
10000062589	Jimmy Dean® Fully Cooked Plant Based Breakfast Sausage Patties, 3.35", 2.2 oz	10	62	180	15	0	0	400	4	8									
BREAKFAST SAUSAGE RAW																			
10000019006	Jimmy Dean® Raw Pork Sausage Casing Links, 3.75", 1.0 oz	12	85	390	39	0	65	510	2	9									
10000019001	Jimmy Dean® Raw Pork Sausage Casing Links, 3.75", 2.0 oz	12	56	260	26	0	45	340	1	6									
10000019217	Jimmy Dean® Raw Pork Sausage Patties, 2.88", 2.0 oz	12	57	220	21	0	40	380	0	7									
10000022105	Jimmy Dean® Butcher's Recipe® Raw Pork Sausage Patties, 2.88", 2.0 oz	12	57	220	21	0	40	290	0	7									
10000027547	Rudy's Farm® Raw Whole Hog Country Style Sausage Patties, 3.75", 1.5 oz	12	85	260	22	0	60	52	0	14									
10000028755	Rudy's Farm® Raw Whole Hog Country Style Sausage Patties, 3.75", 2.0 oz	12	57	180	15	0	40	350	0	9									

BACON



Product Code	Description	Net Wt. (lb.)	Nutr. Serv. Size (g.)	Cal. (kcal.)	Fat (g.)	Trans Fat (g.)	Chol. (mg.)	Sod. (mg.)	Carb. (g.)	Prot. (g.)	♥ Dietary Needs								
BACON FULLY COOKED																			
10000043802	Jimmy Dean® Fully Cooked Hardwood Smoked 3/8" Bacon Pieces	10	7	30	2	0	10	105	0	2									
10000043811	Jimmy Dean® Fully Cooked Hickory Smoked Thick Bacon Slices	5.5	16	90	7	0	15	340	1	5									
BACON RAW																			
14010430616	Wright® Brand Naturally Applewood Smoked Thick Sliced Bacon, Bulk, 15 lbs, 10-14 Slices per Pound, Gas Flushed	15	12	70	6	0	10	210	0	4									
10149320616	Wright® Brand Naturally Hickory Smoked Regular Sliced Bacon, Flat-Pack®, 15 lbs, 14-18 Slices per Pound, Frozen	15	18	100	9	0	15	320	0	6									
10000042524	Wright® Brand Naturally Hickory Smoked Thick Sliced Bacon, Bulk, 33 lbs, 5 Slices/Inch, Frozen	30	15	80	7	0	15	270	0	5									
10000042402	Wright® Brand Naturally Hickory Smoked Thick Sliced Bacon, Bulk, 15 lbs, 10-14 Slices per Pound, Gas Flushed	15	12	70	6	0	10	210	0	4									
14015150210	Wright® Brand Naturally Hickory Smoked Thick Sliced Bacon, Flat-Pack®, 15 lbs, 18-22 Slices per Pound, Frozen	15	15	90	7	0	15	270	0	5									
10258920616	Wright® Brand Naturally Applewood Smoked Regular Sliced Bacon, Flat-Pack®, 15 lbs, 14-18 Slices per Pound, Gas Flushed	15	18	100	9	0	15	320	0	6									
10000042912	Wright® Brand Naturally Hickory Smoked Regular Sliced Bacon, Bulk, 33 lbs, 6 Slices/Inch, Frozen	33	14	80	7	0	15	250	0	5									
10000042395	Wright® Brand Naturally Hickory Smoked Thick Sliced Bacon, Bulk, 33 lbs, 5 Slices/Inch, Frozen	33	17	100	8	0	15	300	0	6									
10000043512	Wright® Brand Naturally Applewood Smoked Regular Sliced Bacon, Flat-Pack®, 15 lbs, 14-18 Slices per Pound, Gas Flushed	15	18	100	9	0	15	320	0	6									

CHICKEN



Product Code	Description	Net Wt. (lb.)	Nutr. Serv. Size (g.)	Cal. (kcal.)	Fat (g.)	Trans Fat (g.)	Chol. (mg.)	Sod. (mg.)	Carb. (g.)	Prot. (g.)	♥ Dietary Needs								
BREADED CHICKEN FILETS UNCOOKED																			
1000055457	Tyson Red Label® Uncooked Breaded Authentically Crispy Chicken Breast Filets, 5.2 oz	10	28	310	14	0	70	1300	22	24				•	•				
1000057348	Tyson Red Label® Uncooked Breaded Authentically Crispy Spicy Chicken Breast Filets, 5.2 oz	10	28	320	16	0	70	1310	20	24				•	•				
1038330928	Tyson Red Label® Uncooked Breaded Homestyle Chicken Breast Filets, 4 oz	10	112	260	15	0	35	650	17	15				•					
10016770928	Tyson® Uncooked Breaded Homestyle Pepper Chicken Breast Filets, 4 oz	10	112	240	12	0	30	530	15	17				•					
BREADED CHICKEN FILETS FULLY COOKED																			
10383130928	Tyson Red Label® Fully Cooked Breaded Golden Crispy Chicken Breast Filets, 4 oz	10	40	280	14	0	50	700	17	21				•					
10383610928	Tyson Red Label® Fully Cooked Breaded Golden Crispy Select Cut Chicken Breast Filets, 3.5 oz	10	98	240	13	0	45	600	14	18				•					
10383110928	Tyson Red Label® Fully Cooked Breaded Homestyle Chicken Breast Filets, 4 oz	10	112	280	14	0	50	670	17	21				•					
10383620928	Tyson Red Label® Fully Cooked Breaded Hot & Spicy Select Cut Chicken Breast Filets, 3.5 oz	10	40	280	15	0	50	970	16	21				•					
10383600928	Tyson Red Label® Fully Cooked Breaded Homestyle Select Cut Chicken Breast Filets, 3.5 oz	10	98	240	13	0	45	600	14	18				•					
BREADED INGREDIENT CHICKEN FULLY COOKED																			
1000061645	Tyson® Mini Fully Cooked Breaded Whole Muscle Chicken Bites	10	53	180	8	0	50	730	11	17				•	•				
BREADED TENDERS FULLY COOKED																			
10383210928	Tyson Red Label® Fully Cooked Breaded Golden Crispy Chicken Tenderloins	10	20	280	14	0	50	700	17	21				•					
10383630928	Tyson Red Label® Fully Cooked Breaded Homestyle Select Cut Chicken Tenders	10	40	280	14	0	50	680	16	21				•					
BREADED TENDERS UNCOOKED																			
10103410928	Tyson® Uncooked Breaded Homestyle Chicken Tenders	10	30	350	17	0	50	890	30	20				•					
10774410928	Tyson® Uncooked Breaded Select Cut Chicken Tenders	10	44	190	9	0	45	640	14	15				•					

PHILLY STEAK



Product Code	Description	Net Wt. (lb.)	Nutr. Serv. Size (g.)	Cal. (kcal.)	Fat (g.)	Trans Fat (g.)	Chol. (mg.)	Sod. (mg.)	Carb. (g.)	Prot. (g.)	♥ Dietary Needs								
PHILLY FLAT STEAK - BEEF RAW																			
10000039328	Original Philly® Flat Steak Beef 6 oz Marinated	10	6	190	8	0	75	500	2	27				•					
10000039326	Original Philly® Flat Steak Beef 4 oz Marinated	10	4	120	5	0	50	340	1	18				•					
10000039327	Original Philly® Flat Steak Beef 5 oz Marinated	10	5	160	7	0	60	420	1	22				•					
10000033077	Philly Freedom® Flat Steak Beef 7 oz Marinated	10	7	260	12	0	75	710	7	32				•					
PHILLY BREAKAWAY																			
10000012401	Steak-EZE® BreakAway® Beef 1.25 oz Lightly Marinated	12	4	210	14	0	60	410	1	19				•					
10000025001	Steak-EZE® BreakAway® Beef 5 oz Lightly Marinated	12	38	260	18	0	75	510	1	23				•					
10000012600	Steak-EZE® BreakAway® Beef 6 oz Lightly Marinated	12	32	310	21	0	90	610	1	28				•					
10000041250	Steak-EZE® BreakAway® Chicken 5 oz Lightly Marinated	12	4.93	170	6	0	85	320	3	24				•					



– Low Sodium products have 140mg of sodium or less per serving.



– Calorie Smart products have 200 calories or fewer per serving.



– No Trans Fat products have zero grams trans fats per serving.



– Products containing no gluten ingredients.



– No MSG products contain no added MSG.



– Reduced Sodium means the product is a 25% or more reduction in the amount of sodium from a reference food. (Reference product will be noted on label and/or spec sheet.)



– All Natural* products are minimally processed, no artificial ingredients.

PRE-MADE SANDWICHES



Product Code	Description	Net Wt. (lb.)	Nutr. Serv. Size (g.)	Cal. (kcal.)	Fat (g.)	Trans Fat (g.)	Chol. (mg.)	Sod. (mg.)	Carb. (g.)	Prot. (g.)	♥ Dietary Needs								
BUTCHER WRAP BREAKFAST SANDWICHES																			
10000011859	Jimmy Dean® Sausage, Egg & Cheese Croissant	3.675	138	470	33	0	155	780	28	14				•					
10000051374	Jimmy Dean® Sausage, Egg & Cheese Biscuit	3.675	138	490	36	0	150	1,240	27	13				•					
10000011856	Jimmy Dean® Sausage & Egg Pancake Sandwich with Maple Syrup	3.67	138	430	29	0.3	150	790	32	11				•					
10000051362	Jimmy Dean® Bacon, Egg & Cheese Biscuit	2.7	102	330	20	0	150	970	27	10				•					
10000051368	Jimmy Dean® Ham, Egg & Cheese Muffin	3.075	116	260	10	0	130	730	30	13				•					
10000051874	Tyson® Chicken 'N Waffle Sandwich	3.45	134	450	24	0	50	810	42	15				•					
10000051876	Tyson® Hot & Spicy Chicken 'N Waffle Sandwich	3.45	134	450	24	0	50	840	42	15				•	•				
10000052609	Tyson® Southern-Style Chicken Sandwich Breaded Chicken Breast Patty on a Brioche Bun	4.26	159	400	16	0	90	1090	43	22				•					
10000057051	Tyson® Spicy Southern Style Chicken Sandwich	4.110	153	420	16	0	95	1150	47	22				•	•				

BREAKFAST EXTRAS



Product Code	Description	Net Wt. (lb.)	Nutr. Serv. Size (g.)	Cal. (kcal.)	Fat (g.)	Trans Fat (g.)	Chol. (mg.)	Sod. (mg.)	Carb. (g.)	Prot. (g.)	♥ Dietary Needs								
TOTS AND BITES																			
10000042302	Jimmy Dean® Sausage Tots	10	91	330	25	0	35	710	16	8				•					
10000042170	Jimmy Dean® Loaded Meat Lovers Bites	10	90	270	23	0	140	380	1	14				•					

– Low Sodium products have 140mg of sodium or less per serving.
 – Calorie Smart products have 200 calories or fewer per serving.
 – No Trans Fat products have zero grams trans fats per serving.
 – No MSG products contain no added MSG.
 – Products containing no gluten ingredients.
 – All Natural* products are minimally processed, no artificial ingredients.
 – Reduced Sodium means the product is a 25% or more reduction in the amount of sodium from a reference food. (Reference product will be noted on label and/or spec sheet.)

BOOST YOUR MORNING MENU WITH OUR PROTEIN SOLUTIONS

Yes, let's do this.

Contact your Tyson Foodservice Representative or visit TysonFoodservice.com for product information, resources and market-relevant solutions backed by our trusted brands.



- 1 Circana CREST, L3 ME March 2023
- 2 Restaurant Business, Saturday brunch is now restaurants' busiest daypart, August 2
- 3 Datassential, Breakfast Protein Keynote Report, November 2022
- 4 Datassential, Sandwiches Keynote Report, May 2023
- 5 Datassential FLAVOR, September 2022
- 6 Technomic, Breakfast Consumer Trend Report, 2022



FOODSERVICE

