

# THE POWER OF BREAKFAST



Guests are looking for comforting dishes they can rely on throughout the day — and breakfast fits the bill perfectly. It has the ability to get the day started right (for operators and consumers) as well as help keep people going all through the night. The recognizable brands, trusted support and culinary inspiration from Tyson Foodservice can help you optimize your breakfast menu to unlock its maximum potential.



Breakfast Bistro Sausage Tarts  
*Jimmy Dean*® Heat 'n Serve Fully Cooked  
Breakfast Sausage Links  
10000052284

Philly Biergarten Steak & Egg Breakfast Sandwich  
*Original Philly*® Beef Sandwich Slices  
10000039326

# THERE'S SOMETHING SPECIAL ABOUT BREAKFAST

Loaded Steak Egg Poutine Burrito  
*Original Philly*® Beef Sandwich Slices  
10000039326

It holds the key to unlocking the potential in the day — not just for guests but also for operators. It's the one meal category that transcends time and is enjoyed throughout the day (and night).

Consumers are looking for moments to savor, meaningful connections and redefined convenience. They primarily want handheld, convenient and on-the-go products. People are getting out more, which makes it more important than ever to stand out in the breakfast occasion.

Health needs continue to evolve, but consumers want to treat themselves or feed cravings, and an overall emotional desire for comfort is still important.

By partnering with Tyson Foodservice as your solutions provider, you can build on breakfast momentum and help drive breakfast sales.

**UNLOCK THE POWER OF BREAKFAST**

Southwest Griddle Cake Benedict  
Jimmy Dean® Fully Cooked Hardwood  
Smoked 3/8" Bacon Pieces  
10000043802



Shakshuka Flatbread  
Jimmy Dean® Fully Cooked  
Pork Sausage Patties  
10000019138



# HELPING YOU CAPITALIZE ON BREAKFAST

## TRUSTED BRANDS

**DURING THE WEEK, 61% OF BREAKFAST CONSUMERS WANT A GOOD VALUE FOR THEIR MONEY!**

Grab your share of breakfast traffic with the brands people recognize and trust to deliver a good value.

- Jimmy Dean® Brand has 94% brand awareness<sup>2</sup>
- 76% of patrons associate Wright® Brand bacon with consistently high quality<sup>3</sup>



## ON-TREND MENU INSPIRATION

**37% OF CONSUMERS CONSIDER AN INNOVATIVE ASPECT OF AN ITEM TO BE IMPORTANT WHEN CHOOSING WHAT TO ORDER FOR BREAKFAST AWAY FROM HOME!**

Updating menus to keep up with consumers' evolving preferences can be a challenge, but Tyson Foodservice is here to help. Our brands and products can maximize appeal by meeting the demand for both health and indulgence as well as traditional and innovative items.



## MEET GUESTS WHERE THEY ARE

**BREAKFAST SANDWICHES WITHIN COMMERCIAL FOODSERVICE HAVE GROWN 8% VS. PREVIOUS YEAR!**

Even with the shifts in routines, consumers continue to rely on off-premises more than on-premises service for breakfast.<sup>5</sup> Tyson Foodservice offers consumer-proven on-the-go/snackable options. These allow consumers a moment to savor their breakfast with portable and convenient options.



Bistro Breakfast Croissant  
*Jimmy Dean*® Fully Cooked  
Pork Sausage Patties  
10000019138



Breakfast Avocado Sandwich  
*Wright*® Brand Naturally Hickory  
Smoked Thick Sliced Bacon  
10000042402



# BRINGING IT ALL TOGETHER

## BRANDS THAT MATTER, PRODUCTS THAT WORK

Whether it's the recognizability of *Jimmy Dean*® Brand products or the 100-year history of *Wright*® Brand bacon, the breakfast portfolio from Tyson Foodservice delivers the items that create successful menus.

## OUR PROMISE OF PERFORMANCE

With a product portfolio backed by an expert sensory team, market analyses and consumer insights, we're confident our breakfast choices will deliver quality and performance every single time.

## SOLUTIONS AND INNOVATION

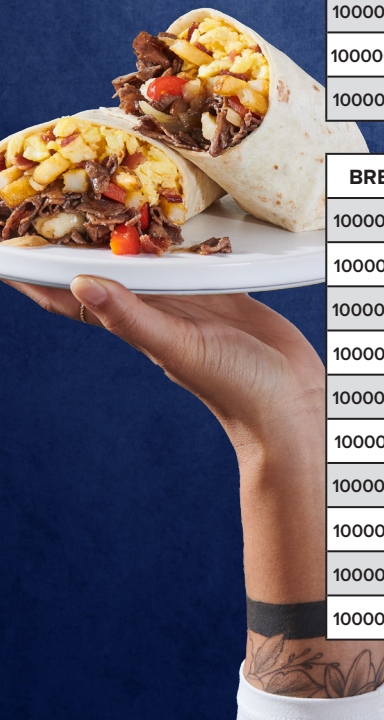
We constantly strive to provide solutions to help your business run smoother. From premium offerings to value-focused items, you can count on award-winning new products that support your passion for breakfast and beyond.

# TYSON® FOODSERVICE BREAKFAST

Code	Description	Net Wt. (lb.)	Nutr. Serv. Size (g)	Cal. (kcal)	Fat (g)	Trans Fat (g)	Chol. (mg)	Sod. (mg)	Carb. (g)	Protein (g)	Dietary Needs											
											🍷	🥛	🥩	🥚	🌾	🌿	🌊	♻️				
<b>BACON FULLY COOKED</b>																						
10000043802	<i>Jimmy Dean®</i> Fully Cooked Hardwood Smoked 3/8" Bacon Pieces	10	7	30	2	0	10	105	0	2			●									
10000043811	<i>Jimmy Dean®</i> Fully Cooked Hickory Smoked Thick Bacon Slices	5.5	16	90	7	0	15	340	1	5			●									

<b>BACON RAW</b>																						
14010430616	<i>Wright®</i> 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	<i>Wright®</i> Brand Naturally Hickory Smoked Regular Sliced Bacon, <i>Flat-Pack®</i> , 15 Lbs, 14-18 Slices per Pound, Frozen	15	18	100	9	0	15	320	0	6			●									
10000042524	<i>Wright®</i> Brand Naturally Hickory Smoked Thick Sliced Bacon, Bulk, 33 Lbs, 5 Slices/Inch, Frozen	30	15	80	7	0	15	270	0	5			●									
10000042402	<i>Wright®</i> 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	<i>Wright®</i> Brand Naturally Hickory Smoked Thick Sliced Bacon, <i>Flat-Pack®</i> , 15 Lbs, 18-22 Slices per Pound, Frozen	15	15	90	7	0	15	270	0	5			●									
10258920616	<i>Wright®</i> Brand Naturally Applewood Smoked Regular Sliced Bacon, <i>Flat-Pack®</i> , 15 Lbs, 14-18 Slices per Pound, Gas Flushed	15	18	100	9	0	15	320	0	6			●									
10000042912	<i>Wright®</i> Brand Naturally Hickory Smoked Regular Sliced Bacon, Bulk, 33 Lbs, 6 Slices/Inch, Frozen	33	14	80	7	0	15	250	0	5			●									
10000042395	<i>Wright®</i> Brand Naturally Hickory Smoked Thick Sliced Bacon, Bulk, 33 Lbs, 5 Slices/Inch, Frozen	33	17	100	8	0	15	300	0	6			●									
10000043512	<i>Wright®</i> Brand Naturally Applewood Smoked Regular Sliced Bacon, <i>Flat-Pack®</i> , 15 Lbs, 14-18 Slices per Pound, Gas Flushed	15	18	100	9	0	15	320	0	6			●									

<b>BREAKFAST SANDWICH</b>																						
10000051374	<i>Jimmy Dean®</i> Sausage, Egg & Cheese Biscuit, 4.9 oz.	3.67	138	490	36	0	150	1240	27	13			●									
10000011859	<i>Jimmy Dean®</i> Butcher Wrapped Sausage, Egg & Cheese Croissant, 4.9 oz.	3.67	138	470	33	0	155	780	28	14			●									
10000051362	<i>Jimmy Dean®</i> Butcher Wrapped Bacon, Egg & Cheese Biscuit, 3.6 oz., 12 Count, 2.7 Lbs	2.7	102	330	20	0	130	970	27	10			●									
10000051333	<i>Jimmy Dean®</i> Butcher Wrapped Sausage, Egg and Cheese Muffin, 5.1 oz., 12 per Case, 3.82 Lbs	3.82	145	440	29	0	155	970	30	15			●									
10000051368	<i>Jimmy Dean®</i> Ham, Egg & Cheese Muffin, 4.16 oz., 12 Count, 3.08 Lbs	3.07	116	260	10	0	130	730	30	13			●									
10000011802	<i>Jimmy Dean®</i> Sausage, Egg and Cheese Croissant Sandwich	6.75	127	400	27	0	145	600	28	13			●									
10000051369	<i>Jimmy Dean®</i> Sausage, Egg & Cheese Muffin, 5 oz.	3.75	142	450	30	0.4	160	970	30	15			●									
10000051378	<i>Jimmy Dean®</i> Sausage & Biscuit, 3.5 oz., 12 Count, 2.63 Lbs	2.62	99	390	29	0	30	1000	26	8			●									
10000051874	<i>Tyson®</i> Butcher-Wrapped Chicken & Waffles Sandwich, 4.7 oz., 12 Count, 3.45 Lbs	3.45	134	450	24	0	50	810	42	15			●	●								
10000051876	<i>Tyson®</i> Butcher-Wrapped Hot 'N Spicy Chicken & Waffles Sandwich, 4.7 oz., 12 Count, 3.45 Lbs	3.45	134	450	24	0	50	840	42	15			●	●								



# TYSON® FOODSERVICE BREAKFAST

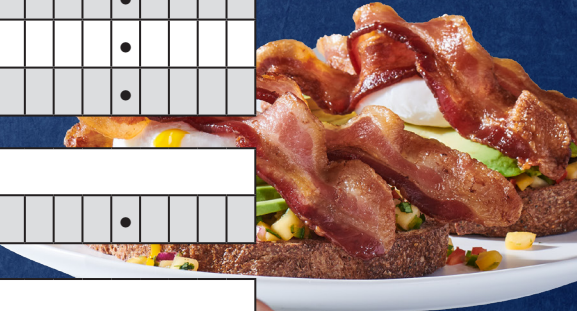
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<b>BREAKFAST SAUSAGE FULLY COOKED</b>																							
10000025446	Jimmy Dean® Fully Cooked, All Natural,* Formed Pork Sausage Patties, Mild, No MSG, CN, 3.25", 1.5 oz.	10	43	180	17	0	25	320	1	5			•	•	•	•	•						
10000019138	Jimmy Dean® Fully Cooked Pork Sausage Patties, 3.75 Inch, 1.5 oz.	10	43	180	18	0	35	230	0	4				•	•								
10000019137	Jimmy Dean® Fully Cooked Pork Sausage Patties, 3.75 Inch, 2.0 oz.	10	57	240	23	0	45	300	<1	6				•	•								
10000023705	Jimmy Dean® Fully Cooked Pork Sausage Links, 3.25 Inch, 0.8 oz.	10	57	260	26	0	45	550	0	6				•	•	•							
10000023704	Jimmy Dean® Fully Cooked Skinless Pork Sausage Links, 3.5 Inch, 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				•	•								

<b>BREAKFAST SAUSAGE RAW</b>																							
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		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				•									



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<b>BREADED CHICKEN FILETS FULLY COOKED</b>																							
10383610928	<i>Tyson Red Label</i> ® NAE Fully Cooked Select Cut Golden Crispy Breast Filets, 3.5 oz.	10	98	240	13	0	45	600	14	18							●	●					
10383110928	<i>Tyson Red Label</i> ® NAE Fully Cooked Homestyle Breast Filets, 4.0 oz.	10	112	280	14	0	50	670	17	21							●	●					
10383620928	<i>Tyson Red Label</i> ® NAE Fully Cooked Select Cut, Hot 'N Spicy Breast Filets, 3.5 oz.	10	98	240	13	0	45	850	14	18							●	●					
10383600928	<i>Tyson Red Label</i> ® NAE Fully Cooked Select Cut Homestyle Breast Filets, 3.5 oz.	10	98	240	13	0	45	600	14	18							●	●					
10000038887	<i>Tyson Red Label</i> ® NAE Fully Cooked Sweet Classic Breast Filets, 4.0 oz.	10	112	250	11	0	65	620	17	21							●	●	●				
10133550928	<i>Tyson</i> ® Fully Cooked Homestyle <i>Right Size</i> ® Breast Filets, 2.25 oz.	10	63	130	5	0	35	290	8	13							●						
10133580928	<i>Tyson</i> ® Fully Cooked Southern <i>Right Size</i> ® Breast Filets, 2.25 oz.	10	63	13	5	0	35	670	9	13							●						
<b>BREADED CHICKEN FILETS UNCOOKED</b>																							
10383300928	<i>Tyson Red Label</i> ® NAE Uncooked Homestyle Breaded Chicken Filets, 4.0 oz.	10	112	260	15	0	35	650	17	15							●						
10000038885	<i>Tyson Red Label</i> ® NAE Uncooked Sweet Classic Breaded Chicken Breast Filets, 3.5 oz.	10	98	190	9	0	45	510	15	14							●						
10016770928	<i>Tyson</i> ® Uncooked Homestyle Breaded Chicken Breast Fritters, 4.0 oz.	10	112	240	12	0	30	530	15	17							●						
<b>STUFFED HASHBROWNS</b>																							
10000051401	<i>Jimmy Dean</i> ® Hash Browns Stuffed with Sausage Gravy and Cheese	5.62	106	270	16	0	10	750	25	6							●						
<b>TOTS, BITES AND CRISPITOS</b>																							
10000042302	<i>Jimmy Dean</i> ® Sausage Tots	10	91	330	25	0	35	710	16	8							●						
10000042170	<i>Jimmy Dean</i> ® Loaded Meat Lovers Bites	10	90	270	23	0	140	380	1	14							●						
10000047428	<i>Jimmy Dean</i> ® <i>Crispitos</i> ® Egg & Cheese Filled Whole Grain Tortilla	14.08	89	200	11	0	85	500	18	7							●						
10359611436	<i>Jimmy Dean</i> ® <i>Crispitos</i> ® Sausage Egg And Cheese Filled Flour Tortillas With Sleeves	6.19	77	180	9	0	60	350	19	6							●						



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<b>PHILLY FLAT STEAK - BEEF RAW</b>																							
10000039328	<i>Original Philly</i> ® Raw Flat Steak - Marinated (Wow-6)	10	6 oz.	190	8	0	75	500	2	27													
10000039326	<i>Original Philly</i> ® Raw Flat Steak - Marinated (Wow-4)	10	4 oz.	120	5	0	50	340	1	18													
10000039327	<i>Original Philly</i> ® Raw Flat Steak - Marinated (Wow-5)	10	5 oz.	160	7	0	60	420	1	22													
10000033077	<i>Philly Freedom</i> ® Raw Flat Beef Steak - Moderately Marinated	10	7 oz.	260	12	0	75	710	7	32													
<b>PHILLY BREAKAWAY</b>																							
10000012401	<i>Steak-EZE</i> ® <i>BreakAway</i> ® Sirloin Beef Steak - Fully Cooked Lightly Marinated	12	4 oz.	210	14	0	60	410	1	19													
10000041250	<i>Steak-EZE</i> ® <i>BreakAway</i> ® Chicken - Lightly Marinated	12	4.93 oz.	170	6	0	85	320	3	24													

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

🥩 – Calorie Smart products have 200 calories or fewer per serving.  
 0g – No Trans Fat products have zero grams trans fat per serving.  
 🌿 – No MSG products contain no added MSG.

🌾 – Products containing no gluten ingredients.  
 🌿 – All Natural® products are minimally processed, no artificial ingredients.

Contact your Tyson Foodservice Representative or visit [tysonfoodservice.com](https://tysonfoodservice.com) for product information, resources and market-relevant solutions backed by our trusted brands.

1 Technomic Consumer Trend Reports – Breakfast, Nov. 2021  
 2 Tyson Proprietary Brand Health Tracking through Q3, FY21, favorite brand gap relative to top competitor, average across core categories  
 3 Datassential Bacon FS Brand Awareness Tracker, 2019  
 4 CREST® Aug. 2021  
 5 Technomic Consumer Trend Reports – Breakfast, Nov. 2021

