

Study: Kids crave all-day breakfast

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School Meal Innovation Lab finds Gen Z consumers rate breakfast/brunch/snacking meal concepts highest. Plus, the kind of description that makes these items irresistible on the menu.

Gathering data on Gen Z

In this study, interestingly, participants were not told that the meals fit school lunch guidelines. They were given a photo of the meal concept and a description. Throughout the study, researchers found that the description plays into the preference as well (more on that later).

Breakfast all day

It turns out that **for kids, anytime is the right time for breakfast food**. Y-Pulse's latest report from its School Meal Innovation Lab asked 900 K-12 students to rate various new menu concepts—created by a team of chefs and dietitians—that met national school meal nutritional requirements. The results were clear: **Breakfast all-day menu items will be menu stars for the next generation.**

"It was interesting to see that the kids really gravitated towards items that were great for all-day breakfast, brunch and snacking," says **Y-Pulse Executive Director Sharon Olson**, adding that these findings "show us that this is an idea operators should pay close attention to in the years to come."

Banana-berry smoothie is portable and healthy

The study found that consumers between the ages of 8 and 18 consistently like items that are **easy to eat on the go**. This smoothie fits the bill, and also makes use of the healthy halo effect, described as "a creamy smoothie made with berries, banana, yogurt, milk and topped with fresh fruit and homemade granola." The highest-scoring of all items, **77 percent** of participants said they would try this. "All of the top menu concepts included ingredients that were easy to identify and were perceived to be healthy," the study concluded.

Overnight oatmeal is familiar, yet new

The menu description during the study read: "Creamy and hearty overnight oats in milk, layered with fresh fruit and yogurt, ready to grab and go." This plays on the health halo as well as portability. Plus, according to the study, **"familiar with a twist" plays great for kids**, with **64 percent** saying they would like to try this item. "A familiar breakfast staple was served cold instead of hot and grab and go was encouraged."

Tex-Mex breakfast bowl delivers on portability, adventure

This breakfast bowl, with a blend of eggs, cheese and beans served on roasted potatoes, peppers and onions with salsa on the side, comes in a transportable bowl that **encourages eating on the go**. That, along with the kick of Mexican spices, made this appeal to **61 percent** of participants.