

# Daypart Marketing Opportunities



## Daypart Marketing Examples



### Happy Hour



## Breakfast Daypart

- ➡ Breakfast accounted for nearly 60% of the restaurant industry traffic growth over the past 5 years, up about 2% each year.
- ➡➡➡ Research conducted by Sara Lee Foodservice shows that mug refill deals can increase check averages by up to 10%.

## Snack Daypart

- ➡➡ The use of menu descriptors - snack, snackable or snacker - has increased by 170% since 2007.
- ➡➡ 64% of snackers seek a beverage, 52% crave an indulgent snack and 50% want something salty. Only 32% of snackers choose a healthy option.

## Late Night Snack Daypart

- ➡➡ The evening snack time daypart had an average check increase of 12% in the fourth quarter of 2010.

Contact us to learn how we can create daypart marketing programs for your foodservice program!

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