



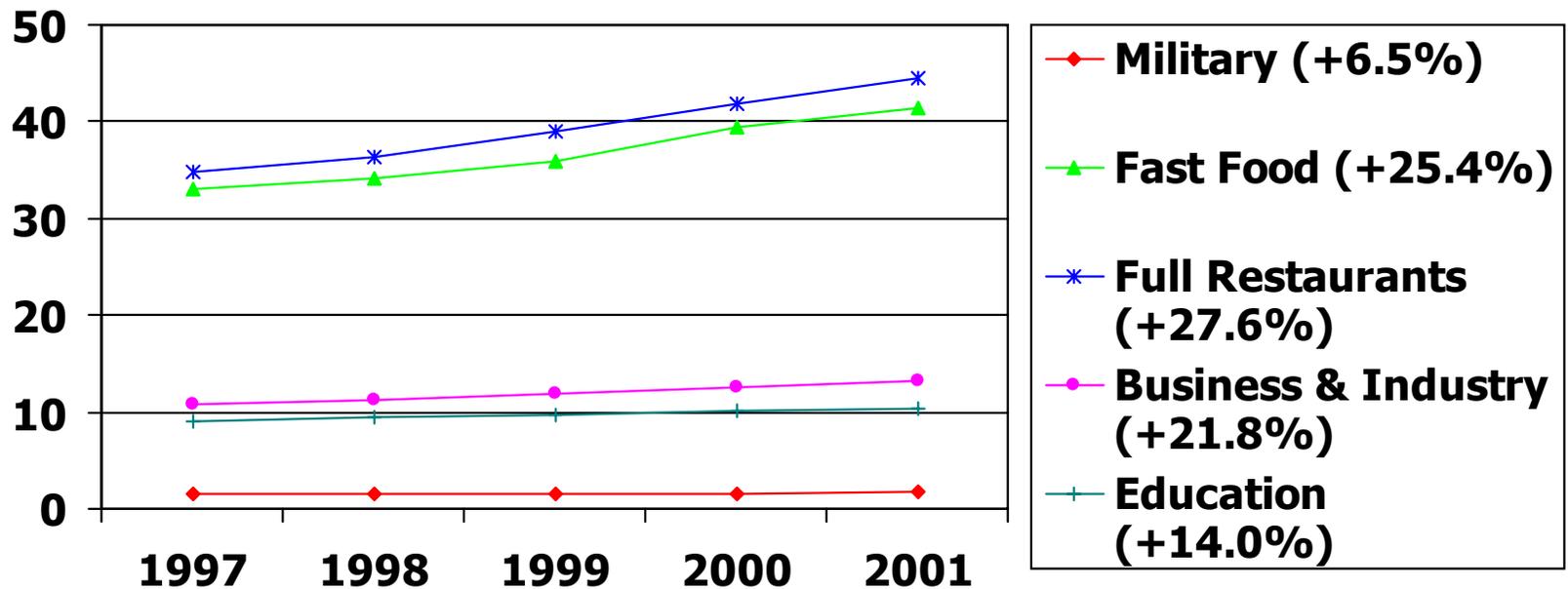
Managing Products For Multiple Dayparts

Increasing On-Base Feeding Occasions
To Maximize Basic Daily Food Allowances



Military Foodservice vs. Other Segments

Annual Food Purchases in \$Billions



While Military Foodservice has grown over the last 5 years, other segments have grown significantly more.

Source: Technomic



Successful Growth Strategies

- Fast Food and Full Service Restaurants
 - attract consumers with well-known brands, special menu features and popular marketing promotions
- Business & Industry and Education
 - are copying commercial establishments' menus, plus using more brands and promotions to increase on-premise dining
- Military Foodservice
 - can grow on-base participation by mirroring other segment trends with branding and special menus across dayparts



What Keeps Soldiers On-Base?

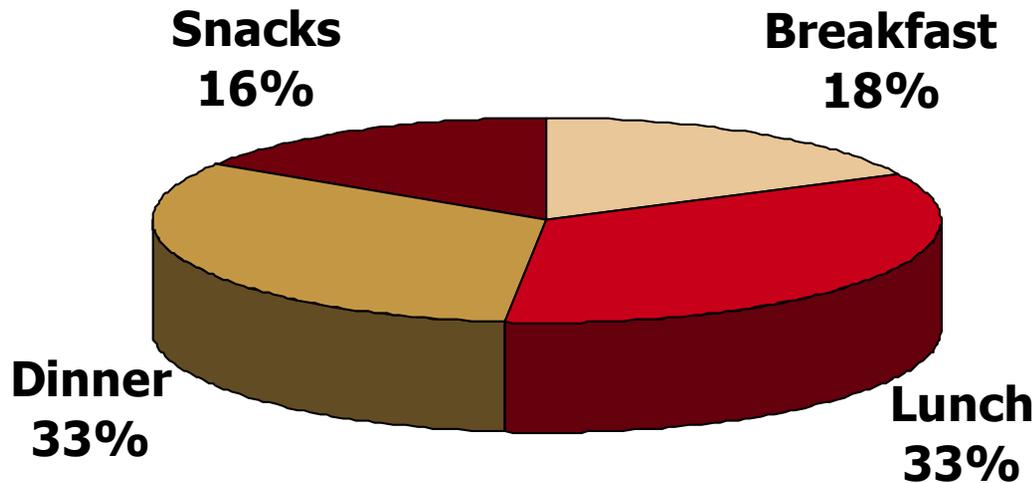
For Military Foodservice, special considerations include:

- On-trend menu options across dayparts
 - that draw traffic while staying within the BDFA
- Branding to reinforce quality image
 - using well-known brands to attract patrons
- Marketing to increase on-base participation
 - to “steal” customers from commercial restaurant chains



Foodservice Traffic by Daypart

Average Percentage of Total Traffic



Every daypart is important!

Each meal has different trends, but you can plan your menu to make the most of all of them!

Source: CREST, June 2001



Maximizing Sales Across Dayparts

- In order to increase on-base eating occasions and maximize Basic Daily Food Allowances:
 - Understand the trends for each daypart
 - Consider multiple use products
 - Analyze product ranges to manage food costs
 - Use branded concepts and merchandising where appropriate



Breakfast Trends

- 88% of Americans eat or drink something for breakfast
- The top items eaten at breakfast are:

	<u>Main Dish</u>	<u>Side Dish</u>
1.	Cereal	Toast
2.	Toast	Banana
3.	Fried Eggs	Bacon
4.	Oatmeal	Sausage
5.	Bagels	Bread
6.	Waffles	Fried Eggs
7.	Fruit	Bagels
8.	Pancakes	English Muffins
9.	Pastries	Potatoes
10.	Bacon	Oranges



Source: NPD Group, 1998



Lunch Trends

- Patrons are looking for higher-quality lunches. Wraps and “Adult Sandwiches” are increasingly popular.
- Adult sandwich components
 - Crusty specialty breads (bagels, croissants)
 - Upscale ingredients (avocado, bacon)
 - Flavorful sauces (salsas, spicy Dijon)
 - Served warm (grilled, panini-style)



Source: Nation's Restaurant News, 2000
and Restaurant Hospitality, 1999



Dinner Trends

- Dinner is still considered the heartiest meal of the day.
 - Meat consumption in foodservice has increased over recent years while meat consumption at home has decreased.
 - Studies show over 70% of consumers want “comfort foods” for dinner.
(pot roast, baked ham)
 - The bulk of bread consumption occurs in the evening meal period, driven by dinner rolls, biscuits and other breads.



Source: National Cattleman's Association, 1999, CREST, 1998 and Restaurants and Institutions, 1998



Dessert Trends

- Variety and new items stimulate participation. The top restaurant chains added 136 new desserts in 1999, a 21% increase over 1998.
- Hot dessert trends include
 - Multiple-component desserts
 - Comfort foods (cobblers, layer cakes)
 - Fruits and berries are still popular
 - Any way to serve chocolate is a winner
 - Regional specialties are hot (Pecan, Key Lime)



Source: RBI Dessert Monitor, 1999,
Chain Account Menu Survey, 1999 and
Restaurants and Institutions, 1999



Implications & Solution for Military

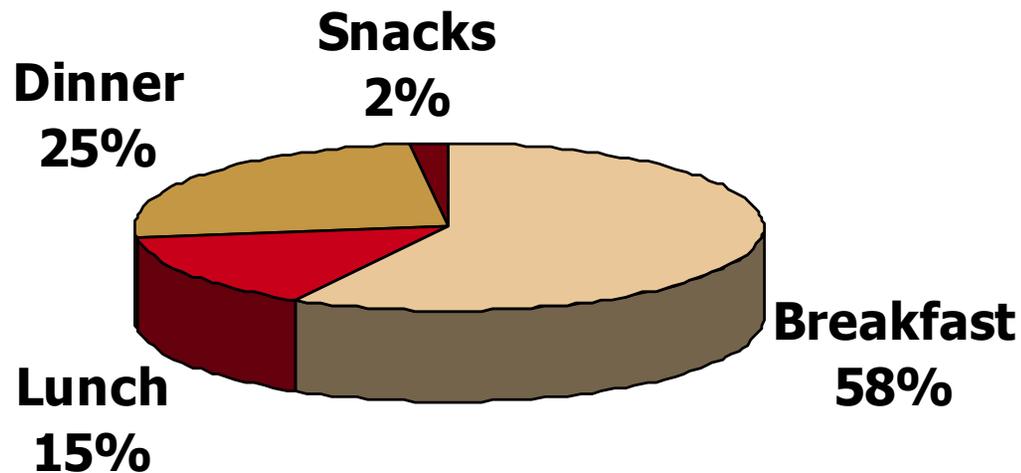
- Soldiers want the same variety of on-trend foods offered by off-base restaurants for breakfast, lunch and dinner.
- Military operations need to provide variety within BDFA requirements.
- *Solution:* Use quality branded multiple use products to add menu variety and minimize food costs.



Multiple Use Products - Ham

- Ham isn't just for breakfast, it adds flavor and texture to menu items throughout the day!

Ham Servings by Daypart



Source: CREST, August 2001



Recipe Ideas: Ham Across Dayparts

Eggs Benedict with Ham



Ham & Cheese Sandwich

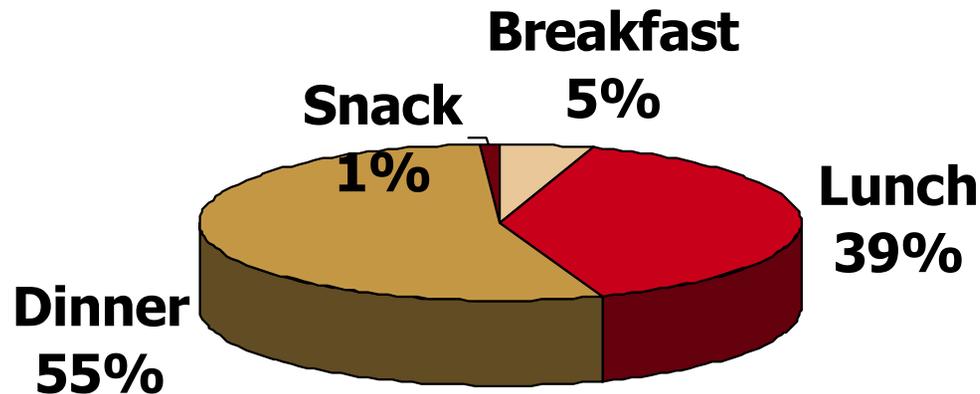


Ham Steak with Asparagus

Multiple Use Products - Turkey

- Turkey has become popular beyond dinner and holidays. New menu applications make turkey a winner all day.

Turkey Servings by Daypart



Source: CREST, August 2001



Recipe Ideas: Turkey Across Dayparts

Santa Fe Breakfast Sandwich



Honey Dijon Turkey Wrap



Teriyaki Glazed Turkey & Rice



Multiple Use Products - Bacon

- Bacon Servings by Daypart
 - 87% served with Traditional Breakfast
 - 13% served with Entrees, Sandwiches and Salads
- Bacon can add value to recipes throughout the day and help manage food costs.

Source: CREST, August 2001



Recipe Ideas: Bacon Adding Value

Bacon Mushroom Omelet



Bacon Cheeseburger



Chicken & Bacon Fettuccini

Multiple Use Products - Croissants

- Croissant Servings by Dayparts
 - 81% served with Traditional Breakfast
 - 19% served as Snacks or Upscale Sandwiches
- Using croissants as lunch sandwiches and dinner rolls can upgrade meals and still keep the BDFA in line.

Source: CREST, August 2001



Recipe Ideas: Croissants Adding Value

Florentine Quiche & Croissant



Spicy Ham Croissant



French Grille Croissant



Multiple Use Products - Bagels

- Decide what your operation really needs
 - Size options
 - Flavor varieties
 - Menu applications
 - Operational needs
 - Usage trends
 - Price points
 - Brand names
- The lowest price item is not always the best option.



Recipe Ideas: Bagel Applications

Cinnamon Raisin Bagel



Wall Street Deli Bagel



Italian Club Sandwich

Ranges of Products - Bagels

8920-01-E09-4542	BAGELS, PLAIN, FZN, MINI	4/36/1 OZ	\$0.110/Bagel
8920-01-E09-2819	BAGELS, PLAIN, FZN	12/6/2.3 OZ	\$0.170/Bagel
8920-01-E09-2931	BAGELS, CINN RAISIN, FZN	12/6/2.3 OZ	\$0.194/Bagel
8920-01-E59-0248	BAGELS, PLAIN, FZN	12/6/3 OZ	\$0.194/Bagel
8920-01-E59-0249	BAGELS, ONION, FZN	12/6/3 OZ	\$0.206/Bagel
8920-01-E59-1623	BAGELS, PLAIN, PARBAKED	72/4 OZ	\$0.214/Bagel
8920-01-E59-1614	BAGELS, POPPY SEED, PARBAKED	72/4 OZ	\$0.220/Bagel
8920-01-E09-4922	BAGELS, PLAIN, SLICED	12/6/4 OZ	\$0.224/Bagel
8920-01-E59-1643	BAGELS, EVERYTHING, PARBAKED	72/4 OZ	\$0.232/Bagel
8920-01-E59-1611	BAGELS, VARIETY PACK, PARBAKED	12/6/4 OZ	\$0.277/Bagel



Multiple Use Products - Sausage Links

- Product enhancements and innovative new products can create additional menu applications.
 - New split smoked sausage for sandwiches across all dayparts
- New flavor varieties and recipe ideas also extend meal options.
 - Polish, Italian and spicy sausages add zest to ethnic menu entrees
- A range of offerings helps find the right product for each recipe within BDFA requirements.



Recipe Ideas: Sausage Link Applications

Sausage & Egg Strata



Sausage Fajitas



Sausage & Pasta Italiana

Ranges of Products - Sausage Links

8905-01-E59-4120	RAW CN TURKEY SAUSAGE LINK	232/0.83 oz ea	\$0.011/Link
8905-01-E09-6220	RAW PORK, PEPPERED, SKINLESS LINK	192/1 oz ea	\$0.012/Link
8905-01-E09-6232	POLISH SAUSAGE LINKS 5:1. 6" LONG	50/3.2 oz ea	\$0.055/Link
8905-01-E59-5255	ITALIAN SAUSAGE LINKS. 5:1. 6" LONG	50/3.2 oz ea	\$0.063/Link
8905-01-E59-4122	FULLY COOKE CN TURKEY LINK	239/0.67 oz ea	\$0.108/Link
8905-01-E09-5693	FULLY COOKED PORK SKINLESS LINK	200/0.8 oz ea	\$0.122/Link
8905-01-E09-6223	FULLY COOKED PORK LINK W/CASING	200/0.8 oz ea	\$0.135/Link
8905-01-E09-8201	SAUSAGE, SMOKED, LINK, COOKED 5-1	2 / 5 LB	\$0.403/Link
8905-01-E59-2945	SAUSAGE, HOT & SPICY, COOKED 5-1	2 / 5 LB	\$0.415/Link
8905-01-E59-9829	SPLIT SMOKED SAUSAGE	70/2.75 oz. ea	\$0.459/Link



Quality Brands And Branded Concepts

- 86% of consumers feel branded items represent quality and consistency.
- 17% of foodservice operators say that national brands increase customer traffic.
- Branded concept sales increased over 9% in 2001.

Source: Orbit Study, 1990 and
Foodservice Director, 2001



Sara Lee's Family of Brands

Benefits to You

- “One-stop shop” to simplify purchasing
- Ranges of products from which to choose
- Category expertise and new ideas
- Established military NAPA agreement
- Creative ideas on how to put everything together



WholeDay Café Branded Concept

- WholeDay Café is Sara Lee's solution to help you manage products for multiple dayparts
- Complete turnkey program with:
 - current menu trends
 - product listings
 - range of food costs
 - multi-use recipes
 - merchandising materials
- Most importantly, the brands your patrons know and trust!



Benefits of WholeDay Café

Sara Lee's WholeDay Café will help you . . .

- Increase the **quality** perception of your food by leveraging powerful consumer brands that are recognized by your patrons.
 - Cover multiple **dayparts** with winning products and recipes from one vendor partner.
 - Manage BDFA with a **range** of products.
 - Increase **participation** by providing great-tasting food that's effectively merchandised
- . . . Plus you get the **flexibility** you need!

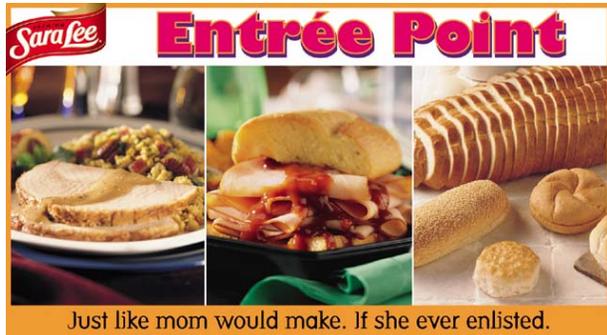


WholeDay Café Flexibility

- **Choose Dayparts**
Participate all day or just in dayparts that make sense for your base.
- **Choose Products**
A variety of approved products to fit your needs for quality, price, operational efficiency, volume, format and flavor.
- **Choose Recipes**
Ideas for expanding your menu in each daypart to compete head to head with commercial restaurants and capitalize on current trends.
- **Choose Merchandising**
Not every offering works in every location. Use the most appropriate type of POS for your base.



Build Traffic with Branded POS



Partnering with Sara Lee

- Questions?
- Sara Lee Response Cards
- Thank you for this opportunity!

