



For the next promotion window that runs from May 3 through August 29, Bruegger’s will launch a new, premium bagel, the Cheesy Hash Brown Bagel, and bring crispy chicken breast breakfast and lunch sandwiches to Bruegger’s. Crispy chicken breast sandwiches have strong consumer demand at both breakfast and lunch, having been among the fastest growing limited service restaurant entrée items over the past few years, with faster growth rates than grilled chicken.

1

### Cheesy Hash Brown Bagel

- Bruegger’s will launch a new, premium bagel, which will be featured on two sandwiches and also available to enjoy as part of any other favorite sandwich. Signage will invite guests to “add hash browns to your egg sandwich” for an additional upcharge.



2

### Chicken & Tater Breakfast and Lunch sandwiches

- Bruegger’s will launch two new crispy chicken breast sandwiches - an egg version for breakfast and a lunch sandwich with cheddar cheese, lettuce, tomato, red onion and mayo. Both sandwiches use a new whole crispy chicken breast.



3

### Coffee Excellence

- A seasonal favorite, coconut coffee will be back for summer. Coconut coffee has the flavor and scent of a tropical vacation, even if you’re just taking a quick coffee break from the office.



# What to Know About the Cheesy Hash Brown Bagel



COFFEE & BAGEL BRANDS



## What is a Cheesy Hash Brown Bagel?

- Our cheesy hash brown bagel is made from a potato dough and is topped with additional premium ingredients.
- It doesn't look like a "traditional" bagel, but it is packed with flavor and makes a great base for any sandwich.



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# What to Know: Chicken & Tater Breakfast sandwich

## Product Details:

- Crispy chicken breast, fresh-cracked egg, cheddar cheese, and new country pepper cream cheese on a new cheesy hash brown bagel.



This is a hearty breakfast sandwich, from the hash browns on top of the bagel to the fresh egg and new crispy chicken breast. New in-bakery-blended Country Pepper cream cheese adds a new flavor profile as well.

This sandwich will be featured on window posters, a lollipop sign, and a promotional menu banner.



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# What to Know: Chicken & Tater Lunch sandwich

## Product Details:

- Crispy chicken breast, cheddar cheese, lettuce, tomato, red onion and mayo on a cheesy hash brown bagel.



This is the first menu appearance for crispy chicken at Bruegger's, offering guests a new protein option for lunch. A classic deli build of chicken, cheddar, lettuce, tomato, and mayo gets an update with the addition of a Cheesy Hash Brown bagel.

This sandwich will be featured on window posters, a lollipop sign, and a promotional menu banner.



# Sample POP



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# What to Know: Coconut Coffee



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## Product Details:

- We are bringing back seasonal favorite, Coconut Coffee, available hot or iced.



Close your eyes, breathe deeply, sip, and be transported to the tropics!

Coconut coffee will be featured on a promotional menu banner and airpot labels.