

Consumer Trends: 91 Percent of Americans Eat Breakfast for Dinner

Krusteaz

SEATTLE (PRNewswire) — In a national survey, [Krusteaz](#) [1], makers of premium baking, pancake and waffle mixes, has identified a new and delicious trend as nine out of ten (91 percent) Americans say they eat breakfast for dinner, with 56 percent doing so once a month or more often. For families, the trend is even more prevalent as 67 percent of respondents with children in the household say they have breakfast for dinner once a month or more.

A variety of factors contribute to the rising popularity of breakfast for dinner, with the main appeal being ease of preparation versus a traditional dinner meal (43 percent). For families especially, it's also "a fun way to break up the monotony of weekly dinner night" cited by 44 percent.

Kicking off during September's National Breakfast Month and to make sure everyone can regularly enjoy both the simplicity and fun of breakfast for dinner, Krusteaz is officially naming every Wednesday Night "Breakfast Night."

"For years, fans of Krusteaz have said they love to mix things up and make our pancakes and waffles for dinner," said Andy Heily, Krusteaz SVP Sales & Marketing. "Breakfast is the most important meal of the day, so why limit it to just once a day?"

Right out of the box, fans can enjoy the tastiest pancakes and waffles on the market. For fans who'd like to add a twist to the mix, Krusteaz encourages fans of Breakfast Night and newcomers to try easy and fun recipes that can be found at Krusteaz.com/breakfast-night [2]. Krusteaz wants to promote the limitless possibilities Breakfast Night brings throughout the year.

The Importance of Sharing Mealtime

Half of all adults (52 percent) choose dinner as their favorite meal of the day. Most adults (62 percent) eat dinner as a family at least four nights a week, with over one in three (37 percent) saying they do so every night. Those with children in the household are even more likely to have dinner as a family at least 4 nights a week (72 percent).

How It's Made

Whether called Breakfast Night or "Brinner," it's easy to make. In fact, roughly three in four adults (77 percent) typically use items already found in the pantry and/or fridge to prepare dinner, as opposed to stopping by the grocery store to purchase items first (23 percent). When it comes to preparation, mom is most likely to lead the preparation of Breakfast Night dinners (42 percent), followed by dad (19 percent). Another 17 percent say it's a joint effort between parents and kids.

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Krusteaz fans are encouraged to share photos and videos of their Breakfast Nights on Instagram (instagram.com/Krusteaz [3]) and Twitter (Twitter.com/Krusteaz [4]).

Krusteaz mixes are available in supermarkets nationwide. Additional Breakfast Night recipes, tips and videos can all be found at Krusteaz.com/breakfast-night [5].

About Krusteaz®

The Krusteaz story began in 1932 when a group of women from a Seattle bridge club created a just-add-water pie crust that was an industry first. Today, Krusteaz remains a family-owned business that stands for innovative products, premium ingredients and easy-to-make mixes to fit every occasion. The product line includes pancakes, waffles, muffins, quick breads and flatbreads, cookies, dessert bars, cornbread, crumb cakes and a line of Gluten Free products. Every box invites consumers to "Seize the What If..."™ and have fun in the kitchen, get a little messy, fuel their creativity and enjoy the possibilities Krusteaz mixes bring to the table.

About Continental Mills, Inc.

Continental Mills, Inc. is a privately held manufacturer and marketer of baking and beverage mixes, snacks and other high-quality food products. Located in Tukwila, WA, the family-owned company has strong branded products sold under its Krusteaz®, WildRoots®, Kretschmer® Wheat Germ and Alpine® Cider lines as well as several licensed product extensions. Continental Mills' products are sold through retail, food service, and club store channels throughout the United States.

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[3] http://cp.mcafee.com/d/1jWVlg6jqb5PhOevd7b5S3tPqdSnPhOOC-MyrhKO-qemkTTDPqdShOrPNEVj76Qrl6zAQsKcFI6zASIScKAGg-945qwpS4Z8-HW4JVsTG1DojQzWLEiTBPp3nChRS7-LPUVB5dx_HtBEl6zC_fnjjjs7sJt6OaaJTCul3PWApM6CSjoUTvAm4TDNOb2pEVdTdw0VgFfictIVv0ayTivWa6RCW4NmDNcOJZ0kj67Ca69h_BPrMWX9I6uod40LmG1Ew1cvwwAq83hOyq80JYrv2pEw33FEw45vzaSMEq81HpCy0pz-

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[5] http://cp.mcafee.com/d/1jWVlGdElnd78VYQslnodTdETpvd7barX29J6XbVEVpjvuvdETp79Lf6zBcsrhmqejhOUOCMqejpnoOWiF3UAgIG1DojQzWLEiTBPuE6txfifG-xbundAdup7novW_fzCkkS7-LsKyYqerYZtdddMtORQr8EGTupVkfGhBrwqrvdzzt-hojuv78I9CzATsS02aNrFfZ5enMx7ZaKXipu4y9epJpKxclFYjcHvg5bhxVyxykvVsSYeKOr1DC3h0bRGwq80j7U896y0QsECy0bv6TMCq80MWq811nUOJla6y0qSpEw6o_FITqjd40Lm9Ew3FgxYjrz1L1wWyHZX4-eM