

ALL DAY Breakfast

With breakfast & brunch served all day, now is a great time to bring seafood into the light.
Discover how you can wake up your menu, create a buzz and draw new guests!



RISE & SHINE
SEAFOOD for
BREAKFAST

ALL DAY Breakfast

WAKE UP *to* SEAFOOD for BREAKFAST

Seafood is popular and all day breakfast is trending.

So, there is a huge opportunity to create unique, premium menu items for brunch and breakfast to wake up your menu and stand out from the crowd.

HUGE UNTAPPED OPPORTUNITY:

ONLY 1%

OF OPERATORS' SEAFOOD SALES
COME FROM BREAKFAST*

COD IS ONE OF THE FASTEST
GROWING BREAKFAST SEAFOOD ITEMS.
SHRIMP & CRAB
IN LEAD FOR MOST MENUED
SEAFOOD AT BREAKFAST.*

THE TREND READY TO RISE & SHINE:

FISH: +44%
SHELLFISH: +40%
GROWTH OF OPERATORS SERVING SEAFOOD
ON BREAKFAST MENU SINCE 2007*

Our seafood solutions not only help you lift check averages at breakfast but also minimize labor costs, directly helping your bottom line. We can show you how to wake up your breakfast menu with seafood.

KING &
PRINCE[®]
SEAFOOD

Sea. Taste. Enjoy![®]

RISE & SHINE: KING & PRINCE SEAFOOD[®]

With over 90 years of experience, King & Prince Seafood[®] is dedicated to sourcing sustainably harvested seafood, using MSC & BAP certifications. We deliver **delicious & on-trend seafood solutions** that are sustainably sourced and consistently exceed operator & consumer expectations.

50%

OF OPERATORS MENU SEAFOOD
TO LIFT CHECK AVERAGES*

*Source: Datassentials, 2018

LESS LABOR COSTS MORE PROFIT

CONSISTENT QUALITY

EVERY PLATE EVERY TIME

Discover the power – and profits – of menuing seafood at breakfast by contacting King & Prince Seafood[®]. Get expert advice, custom menu suggestions, full recipes and more.

800.632.5464 [f](#) [t](#) [i](#) [p](#) [@](#)

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*Source: Datassentials, 2018

TAVERN BATTERED® COD



Our signature Tavern Battered® Cod is always hand-cut for a back-of-house appearance. These premium cod fillets have a mild, crunchy coating made with our special blend of hops and brewer's yeast. Our cod fillets are MSC certified and sourced from pristine Alaskan waters. Flavorful, versatile and always ready to wake up your breakfast or brunch entrée.



TAVERN BATTERED® COD BREAKFAST BOWL

This fresh take on breakfast comfort food features crispy, battered cod with sautéed potatoes, bacon, peppers, and a perfectly fried egg.

Food Cost
21%
Gross Profit
\$7.86

Mrs. Friday's® Tavern Battered® Cod, 2-3 oz. (#070052)	\$1.16
Other Ingredients	\$0.97
Total Food Cost	\$2.13
Suggested Menu Price	\$9.99

COD & CHORIZO BREAKFAST BURRITO

Spicy chorizo pairs perfectly with flaky Tavern Battered® Cod and scrambled eggs, creating a satisfying menu favorite. Serve with créma and green chile salsa to wake up your guests' tastebuds.

Mrs. Friday's® Tavern Battered® Cod, 2-3 oz. (#070052)	\$1.16
Other Ingredients	\$1.56
Total Food Cost	\$2.72
Suggested Menu Price	\$8.99

Food Cost
30%
Gross Profit
\$6.27



LOBSTER SENSATIONS®



Lobster is the first ingredient in this rich, delicious, versatile, and affordable blend of North Atlantic lobster meat and premium seafood. Use it in both hot and cold applications, especially for breakfast, to offer an upscale experience that guests love to wake up to.

LOBSTER & SEAFOOD CREPES

This upscale, colorful dish combines rich lobster & seafood, corn, tomatoes, and more, wrapped in a light crepe topped with a decadent champagne cream sauce. Using Lobster Sensations® gives this crepe a savory note with a premium menu price.

King & Prince® Lobster Sensations® (#004610)	\$1.18
Other Ingredients	\$1.03
Total Food Cost	\$2.21
Suggested Menu Price	\$9.99



Food Cost
22%

Gross Profit
\$7.78

Food Cost
30%

Gross Profit
\$7.03

LOBSTER & SEAFOOD BREAKFAST SUSHI ROLL

Succulent lobster & seafood pair with crunchy breaded Gold Pack® Fantail Shrimp and creamy avocado, rolled up in a scrambled egg sheet. Try this unique breakfast sushi roll!

King & Prince® Lobster Sensations® (#004610)	\$1.57
Mrs. Friday's® Gold Pack® Fantail Shrimp, 16-20 ct. (#013220)	\$0.90
Other Ingredients	\$0.49
Total Food Cost	\$2.96
Suggested Menu Price	\$9.99



LOBSTER & SEAFOOD FISHERMAN'S OMELET

Real lobster & seafood is mixed with diced tomatoes, chopped scallions & cheese, folded into an extreme-sized omelet.

Food Cost
20%

Gross Profit
\$7.98

COCONUT BREADED SHRIMP



Premium, peeled, deveined, tail-on shrimp are coated with a shredded coconut breading for a uniquely sweet crunch, firm shrimp texture and impressive plate presentation.

COCONUT SHRIMP & GREEN CURRY GRITS

A creative twist on a popular Southern favorite. The light sweet crunch of Mrs. Friday's® Coconut Shrimp pairs perfectly with mildly spicy, curry-infused grits.

Food Cost
24%
Gross Profit
\$7.62



Mrs. Friday's® Coconut Breaded Butterfly Shrimp (#057436)	\$1.65
Other Ingredients	\$0.72
Total Food Cost	\$2.37
Suggested Menu Price	\$9.99



Food Cost
27%
Gross Profit
\$7.31

COCONUT SHRIMP & PECAN WAFFLES

These large, sweet shrimp give this classic breakfast a great plate presentation! Drizzle with dark rum-infused maple syrup and pecans for a show-stopping finish.

Mrs. Friday's® Coconut Breaded Round Shrimp, 16-20 ct. (#057456)	\$1.65
Other Ingredients	\$1.03
Total Food Cost	\$2.68
Suggested Menu Price	\$9.99

GOLD PACK® FANTAIL SHRIMP



Premium shrimp are hand-coated in light and crispy traditional Japanese Panko breadcrumbs, delivering golden color, superior texture, great flavor and consistent sizing every time.



SHRIMP BLT BAGEL

This easy seafood spin on a lunch or brunch classic is sure to be popular with guests looking for a delicious, portable menu item. The crunch of premium shrimp and crispy bacon contrasts with the juicy tomato & cool mayo to create an unforgettable dish.

Food Cost
31%

Gross Profit
\$6.91

Mrs. Friday's® Gold Pack® Fantail Shrimp, 16-20 ct. (#013220)	\$1.80
Other Ingredients	\$1.28
Total Food Cost	\$3.08
Suggested Menu Price	\$9.99

KRABBYCAKES®



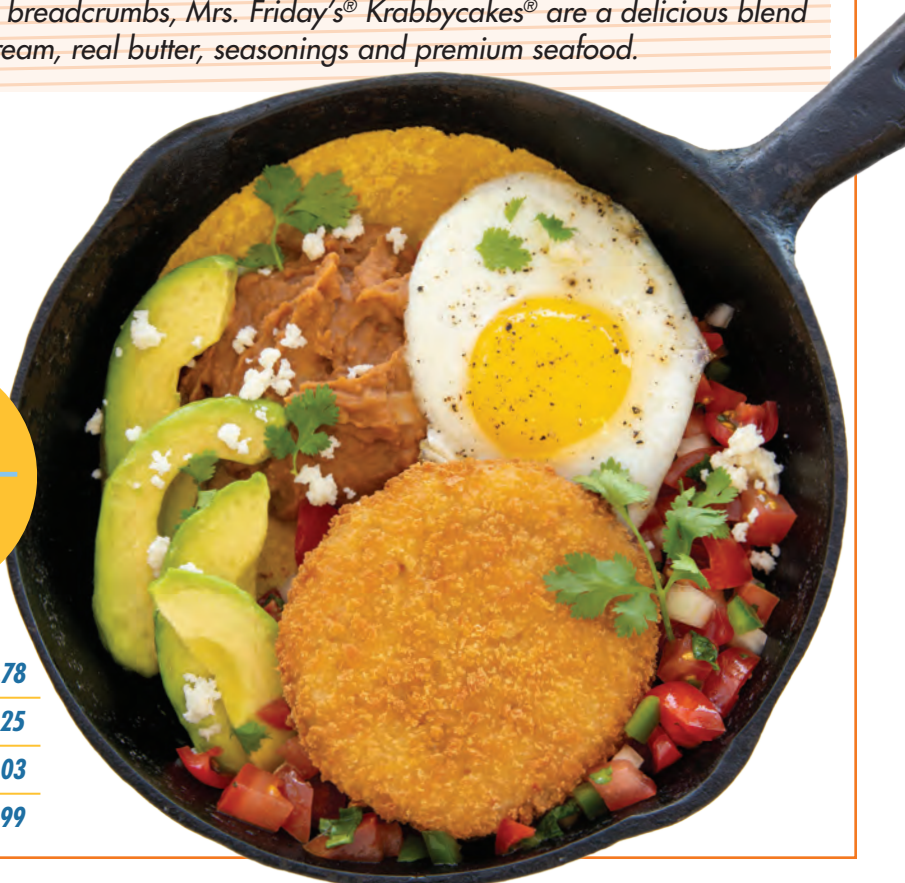
Coated in light Japanese Panko breadcrumbs, Mrs. Friday's® Krabbycakes® are a delicious blend of real snow crab meat, fresh cream, real butter, seasonings and premium seafood.

KRABBYCAKES® HUEVOS CON CHILI VERDE

A premium take on a simple Southwest breakfast favorite. Colorful, fresh, zesty ingredients paired with the rich taste of Krabbycakes® will keep your guests coming back for more.

Food Cost
20%

Gross Profit
\$7.96



Mrs. Friday's® Krabbycakes® 3 oz. (#073550)	\$0.78
Other Ingredients	\$1.25
Total Food Cost	\$2.03
Suggested Menu Price	\$9.99



MINI KRABBYCAKES® EGG MUFFIN

Mini Krabbycakes® are cooked up quickly with egg, sausage & cheese. This dish packs a lot of flavor in just a few bites.

Food Cost
25%

Gross Profit
\$3.75

Mrs. Friday's® Krabbycakes® Mini (#073555)	\$0.35
Other Ingredients	\$0.91
Total Food Cost	\$1.24
Suggested Menu Price	\$4.99



GOURMET SEAFOOD CAKES



King & Prince® Gourmet Seafood Cakes are made with premium seafood including either North American Cold Water Lobster or Blue Crab. With a back-of-house appearance and guest pleasing flavor, they are an inventive twist on the classic crab or lobster cake.



GOURMET CRAB CAKE BENEDICT

This brunch classic is so decadent with our gourmet cakes, you don't even need the English muffin!

Food Cost
32%

Gross Profit
\$8.17

King & Prince® Gourmet Seafood Crab Cakes (#057920)	\$2.02
Other Ingredients	\$1.80
Total Food Cost	\$3.82
Suggested Menu Price	\$11.99

GOURMET LOBSTER CAKE CHEDDAR BISCUITS & LOBSTER GRAVY

The classic biscuit & gravy dish gets a wake up call! Cheddar biscuits with a gourmet lobster cake sandwiched between them can be topped with a creamy lobster & seafood gravy.

Food Cost
32%

Gross Profit
\$6.09



King & Prince® Lobster Sensations® (#004610)	\$0.79
King & Prince® Gourmet Lobster & Seafood Cakes (#057921)	\$1.32
Other Ingredients	\$0.79
Total Food Cost	\$2.90
Suggested Menu Price	\$8.99