

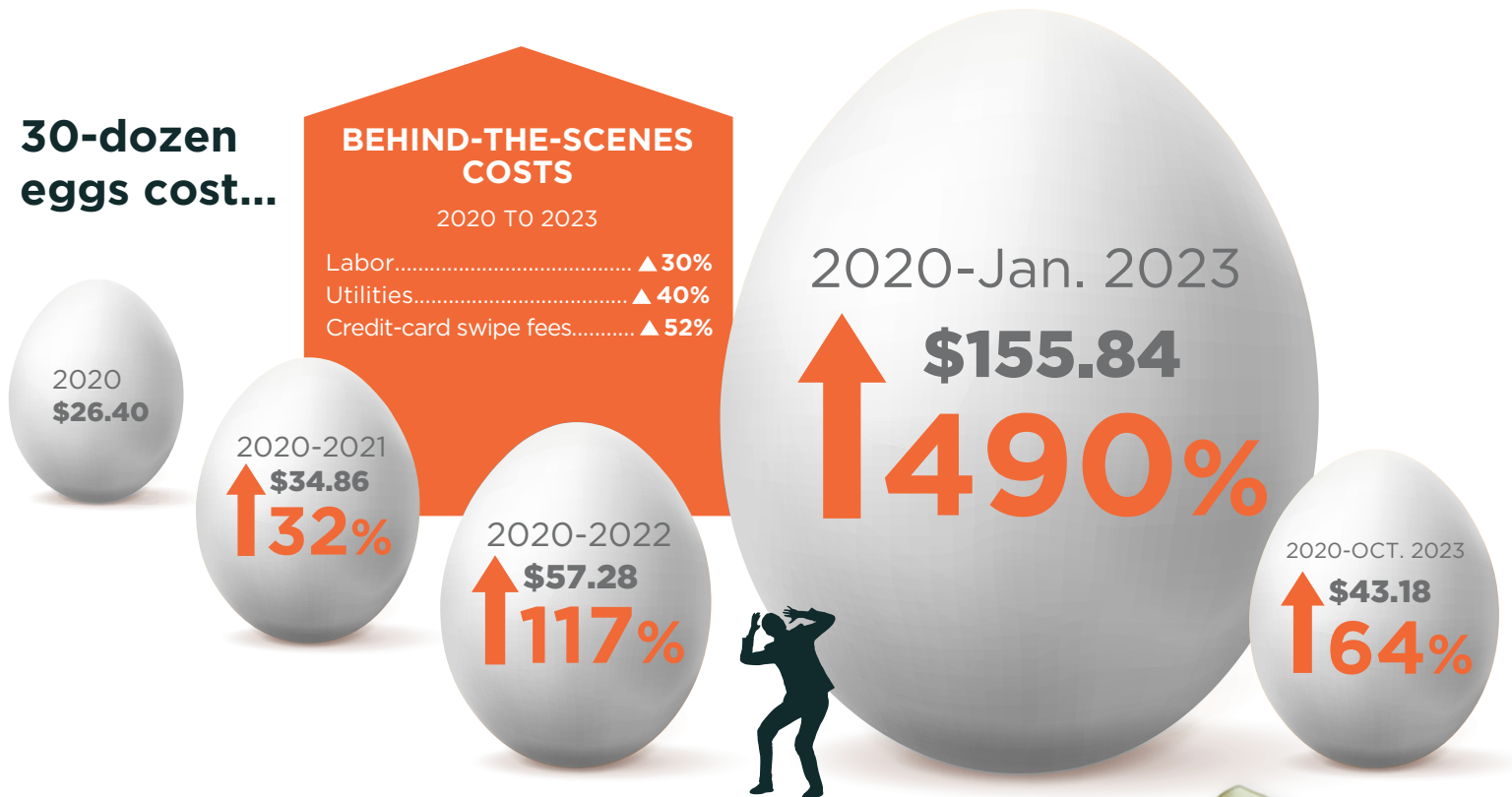
THE **BREAKFAST** EFFECT

Inflation continues to plague restaurants and drive up menu prices.

At restaurants and bars across Colorado, the cost of doing business has never been higher, cutting into already-tight profit margins and forcing operators to increase menu prices.

At a diner with two Front Range locations, that story can be told in eggs, a breakfast staple currently costing nearly double what the restaurant paid in 2020.

**30-dozen
eggs cost...**



Egg-flation means...

...the price of your breakfast has nearly doubled.

Green chile-bacon breakfast burrito

2020
\$5.50

2023
\$9.99



Restaurants of every type and in every region of Colorado are facing similar challenges, and helping customers understand rising menu prices is more than just a shell game - it's survival.

Where does this leave Colorado restaurants?