

All-Day Breakfast A Hit at Iggy's Diner

When students at Loyola Marymount University (LMU) in Los Angeles, Calif., want to satisfy their cravings for breakfast foods at almost any time of day, they can head to Iggy's Diner — by either ordering there, on the Internet or on their mobile device.

Iggy's Diner opened on campus about 8 years ago, and has offered all-day breakfast since the beginning. "It is one of the best-selling day parts to our menu," said Jason Adams, district manager for Sodexo in Southern California. "Late at night, we were seeing a lot of requests for new breakfast items that weren't on the menu when we opened. Because of the equipment set-up that we have there, and because of the times during the day that most of our students are in that area of campus, it made sense. There has just been a demand for breakfast, so we continue to offer it all day just because it is such a great seller. It seems like something the students are really interested in."

Iggy's has a 1950s-style diner feel to it, and like most diners, it has late hours. "It is open from 10 a.m. – 1 a.m. on weekdays and 10 a.m. – 3 a.m. on weekends," he said. "During finals week, we are open 24 hours a day. It has typical diner food."

In addition to the traditional breakfast items of French toast, pancakes, eggs, breakfast sandwiches, breakfast burritos and create-your-own omelets, there is a healthy component to the menu. "This year, Sodexo came out with the Mindful program, and we had a breakfast Mindful — a flatbread sandwich," said Adams. "It was actually a really popular item. It was part of our healthy mix on our menu."

The flatbreads are sourced from a bakery on campus, as well as Homeboy Bakeries. "It is a bakery in Los Angeles that has some ties to the Catholic Church and the Jesuit Mission at LMU," he said. "It is a rehabilitation bakery where they take former gang members and people who are getting out of prison and find them jobs. That is who is baking at Homeboy Bakery. We purchase a lot of products from them as well."

In addition to the healthier items using the flatbread, students requested it with other ingredients. "They wanted to add sausage and cheese and what not, so we expanded the items that were available so they could have their healthy Mindful flatbread breakfast sandwich, or they could have a couple of different other options," said Adams. "It really came about from people wanting to have something different, wanting to come up with

something that was a little more innovative, rather than the traditional two eggs and sausage and bacon."

Along with the flatbread sandwiches, when Iggy's is open 24 hours during finals week, another popular dish is the "Exam Slam." "It is a full plate of breakfast: two eggs, two slices of bacon, two sausages, two pancakes, hash browns, toast and coffee at a really economical price," he said. "We are just trying to feed them while they are up all night studying for their finals and whatnot."

Students have options when ordering from the retail location. They can order at the facility or they can order through Tapingo either online or using their mobile device. "We were an early adopter of Tapingo," said Adams. "They have actually been with us for a little over two years now. We have a very high population on campus with lots of students and 14 different dining venues, and really not a whole lot of opportunity to build larger places. We were looking for some way for them to order their food ahead and come pick it up. They can skip the line, and it is really helpful for throughput."

It is very useful during the late-night hours, one of the busiest times for Iggy's. "We see that there is a pattern where students will go out with their friends and on their way back, they will order at Iggy's," he said. "Iggy's is a fairly small restaurant. There are maybe 40 seats in Iggy's, and it serves a couple thousand people a day. There is not a lot of seating, and it can get busy very easily because of its late-night popularity. We see a lot of Tapingo orders late at night and for breakfast items especially."

The Tapingo system has also helped with suggestive selling. "With Tapingo, because of how our breakfast menus are structured, and because the typical breakfast menu allows you to add on, add an egg or a side of hash browns, it has really helped us to create more whole plates and whole entrees from the orders and suggestive selling as well."

Adams said that a lot of thought was put into the program, especially relating to pricing. "Every item, except for our omelets, is less than \$4. I think there is a value proposition for students. Students are price sensitive because they have to budget their meal plan to make it last the entire year. I think that a big value option for them is to eat a breakfast menu because it is typically a lower cost than a lunch or dinner menu."

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