



DON'T GO BREKKIE MY HEART: Want to impress a Brummie? Take them for breakfast

Love is in the air when it comes to Brummies and breakfasts. Research by [The British Sandwich and Food to Go Association](#) has shown that people living in Birmingham searched for sausage or bacon sarnies, totalling over 6,000 searches*, more than any other city.

So, if you're struggling for where to take a Brummie – take them for breakfast!

Across the country we venture out to eat breakfast or consume brekkie on-the-go generating a trade worth more than £2billion each year.

So, when it comes to dating, it's no surprise that breakfast is becoming a favourable option, especially those who are time-poor with career and child commitments, 8am is becoming the new 8pm.

The association also put together a [quick guide](#) which offers up other cities to head for to help romance bloom.

If you're right at the start, then Liverpool is the hottest place for first dates, with it being the city that boasts the most eateries with 'romantic' options.

Those a little further along in the dating game and want to meet the family, Manchester is the best for kids, with 31% offering children's options, including smaller sandwiches and options without the added extras.

If you want to impress, then Edinburgh is the place to go with over 73% of the places reviewed on TripAdvisor achieving a 4*+ rating or above. If your match is a stickler for hygiene and values Food Standards Agency stars, then Newcastle and Southampton should be top with both having over 50% of the places to grab a sandwich achieving the coveted 5/5.

Courting a vegan? Then Glasgow tops with over 44% having a vast array of vegan filling options. If it's a vegetarian's heart you are trying to win, then take a trip over to Belfast with more than 53% of eateries having vegetarian options.

If your date is a coffee-lover, then whisking them off to the capital offers the most quality independent coffee shops than any other British city.

If your potential spouse hails from Birmingham then opting for a breakfast date, over any other time of day will put them in the mood with brummies' being those that most searched for a sausage or bacon sarnies, totalling over 6,000 searches, according to the latest data from Google Insights.

Breakfast dating is becoming a trend, says CEO and founder of [LYNK Matchmaking](#) Lydia Davis: "We are definitely seeing a trend for romance over breakfast post lockdown. Meeting at breakfast has a whole host of benefits with the main one being it offers both parties the

chance to meet honestly. Being at the start of the day allows for both to arrive with a clear mind and feeling less stressed. Most are more likely to also be on time as there's not as much that could crop up across the day to make you late.

"It also brings with it an end time. Many find it hard, especially on the first date to leave. Whereas meeting at breakfast allows either the chance to leave at a specific time for work or family commitments. Also, sharing a date over coffee can again bring more honesty than when alcohol is involved too – it's a lovely way to start.

"And finally breakfast together won't break the bank – so whoever is paying it's a cost-effective and tasty way to begin a budding romance."

Jim Winship, Director of [The British Sandwich & Food to Go Association](#) and the brains behind the new 'Your Breakfast is Waiting' campaign launched this week which urges Brits to start the day with a great breakfast, added: "Across the country we love breakfast that's not a surprise, neither is the rise in dating starting earlier in the day. With many of us busier than ever in our business and personal lives, starting the day with a bacon sarnie and a blush or two is becoming the norm.

"Us Brits love a budding romance as much as we do the quintessential full English – and what better way to start your love story than seeing how your potential partner likes their eggs in the morning."

ENDS

**For additional information, images and interview requests, please contact:
The British Sandwich & Food To Go Association press office team:
press@pretzelgroup.co.uk (t) [01625 447963](tel:01625447963) / [07951 605454](tel:07951605454)**

Or visit the media hub here: <https://lovesarnies.com/index.php/media-hub>

Instagram @brit_sandwich
Twitter @britsandwich
Facebook @britsandwich

#YourBreakfastIsWaiting

Editors Notes

- *Data and statistics have been sourced from Trip Advisor, Google search data and / or the Food Standards Agency.

The British Sandwich & Food to Go Association is a trade body established in 1990 to represent the interests of all those businesses involved and the food on the move industry. Members range from supermarkets and food to go manufacturers to sandwich bars, cafes and the suppliers of ingredients and equipment for the industry. As well as representing the interests of members to Government, the Association sets industry standards as well as organising events such as British Sandwich Week and the annual British Sandwich Industry Awards, also known as the 'Sammies'.