



## **DON'T GO BREKKIE MY HEART: Manchester named as the best city to meet the kids**

Love is in the air when it comes to Mancs and breakfasts. 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.

If you're looking to romance in the morning, [The British Sandwich and Food to Go Association](#) carried out research to give a [quick guide](#) to which cities host the best eateries or food to-go outlets and why. It showed that Manchester is the best city to bring families together and meet the kids with 31% of all eateries offering children's options, including smaller sandwiches and options without the added extras.

If you're not as far along the dating time to meet the family, then Liverpool is the best place to head for a first date - with it offering the most 'romantic' options.

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**

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**#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’.