

Breakfast Essentials

Grocery Bundle Foundation • Co-Op Shopper

Operator Quick Start

Bundle Name: Breakfast Essentials

Bundle Category: Breakfast & Brunch

Recommended Customer-Facing Price: \$79.00 — estimated template grocery price

Designed For: Approximately 4–6 people across several breakfasts; households, families, travelers, hospitality guests, workplaces and community settings.

Recommended Product Count: 16

Wix Category / Slug: Breakfast & Brunch / breakfast-and-brunch

Wix Product Handle: grocery-bundle-breakfast-essentials

Modifier Setup: Special Instructions • FREE_TEXT • Optional • 200 characters • Share substitutions or preferences for this bundle.

Inventory / SKU Guidance: Do not track inventory quantity. Leave SKU blank.

Wix Product Setup

Product name: Breakfast Essentials

Price: \$79.00

Category: Breakfast & Brunch

Handle: grocery-bundle-breakfast-essentials

Modifier: Special Instructions — optional FREE_TEXT

Inventory guidance: Do not track inventory quantity.

SKU guidance: Leave SKU blank.

Image: Add the finished customer-facing product image manually in Wix.

Wix Main Description

Breakfast Essentials is a practical assortment of familiar refrigerated, bakery, pantry, beverage and fresh breakfast staples, designed for approximately 4–6 people across several easy breakfasts. It provides flexible morning choices without requiring customers to build the assortment item by item.

Wix Additional Info — What's Included

- Eggs — 1 dozen large
- Bacon — 12–16 oz
- Milk — 1 gallon or equivalent

- Butter — 1 lb
- Yogurt — 6–8 individual cups or 32 oz tub
- Orange Juice — 52–64 fl oz
- Bread — 1 loaf
- English Muffins — 6 count
- Pancake Mix — 28–32 oz
- Maple-Style Syrup — 20–24 fl oz
- Breakfast Cereal — Family-size box
- Oatmeal — 8–12 packets or canister
- Peanut Butter — 16–18 oz
- Fruit Spread — 18–20 oz
- Bananas — 6–8 bananas
- Apples — 4–6 apples

Wix Additional Info — Perfect For

Households, families, travelers, hospitality guests, workplace kitchens, community settings and other customers who want a convenient foundational breakfast assortment for approximately 4–6 people.

Wix Additional Info — Bundle Notes

Exact brands, sizes, flavors, package configurations and fresh selections may vary based on retailer availability and reasonable customer preferences. Use Special Instructions to share reasonable substitutions or preferences.

Implementation note: the proven 97-column Wix CSV architecture has no Additional Info fields. Add these three sections manually in Wix after import.

Bundle Development Report

Bundle Overview

Breakfast Essentials is the broad foundational breakfast offer in the Breakfast & Brunch category. Its 16 products support several common breakfast combinations—eggs and bacon, toast, English muffins, pancakes, cereal, oatmeal, yogurt and fruit—without becoming unnecessarily large.

Customer Benefits

Customers receive a useful breakfast base for several mornings with both quick and cooked options. The assortment reduces individual shopping decisions while remaining familiar, flexible and easy to understand.

Product Foundation / Grocery List

Product	Recommended Package	Est. Retail Value	Est. Acquisition Cost
Eggs	1 dozen large	\$4.00	\$3.00
Bacon	12–16 oz	\$6.50	\$4.75
Milk	1 gallon or equivalent	\$4.00	\$3.25
Butter	1 lb	\$5.50	\$4.25

Yogurt	6–8 individual cups or 32 oz tub	\$5.50	\$4.00
Orange Juice	52–64 fl oz	\$4.50	\$3.25
Bread	1 loaf	\$4.00	\$2.75
English Muffins	6 count	\$4.00	\$2.75
Pancake Mix	28–32 oz	\$4.00	\$2.75
Maple-Style Syrup	20–24 fl oz	\$4.00	\$2.75
Breakfast Cereal	Family-size box	\$5.50	\$4.00
Oatmeal	8–12 packets or canister	\$4.00	\$2.75
Peanut Butter	16–18 oz	\$4.00	\$2.75
Fruit Spread	18–20 oz	\$4.00	\$2.75
Bananas	6–8 bananas	\$2.00	\$1.40
Apples	4–6 apples	\$4.00	\$2.75

Bundle Economics

All costs and values are planning estimates, not verified current retailer prices. Actual figures may vary by retailer, location, package configuration, availability, substitutions and operator purchasing decisions.

Estimated Total Product Cost: \$49.90

Estimated Retail Value: \$69.50

Recommended Bundle Selling Price: \$79.00

Estimated Gross Profit: \$29.10

Estimated Gross Margin: 36.8%

Margin Evaluation: The \$79 template price keeps this foundational bundle below an \$80 customer-facing threshold while producing an estimated 36.8% product gross margin. The assortment remains broad enough for several breakfast combinations without adding coffee-service products, multiple pastry formats or specialty items that would increase cost and overlap with other Breakfast & Brunch bundles. Shopping, service, delivery, tips and taxes are excluded.

Suggested Product Flexibility

Allow reasonable substitutions in egg type, bacon brand or style, milk type, yogurt flavor, juice style, bread type, English muffin style, cereal variety, oatmeal variety, fruit spread flavor and fresh fruit selection while preserving the bundle's foundational breakfast function.

Personalization Opportunities

Customers may use Special Instructions for reasonable milk, bread, cereal, yogurt, fruit, bacon or other substitution preferences. Operators determine which requests can be accommodated.

Cross-Sell Opportunities

Coffee and creamer, breakfast sausage, bagels and cream cheese, fresh berries, granola, tea, bottled water, additional fruit, or larger-group quantity upgrades.

Operator Recommendations

Keep this bundle positioned as the broad breakfast foundation. Avoid automatically adding coffee-service products or a large pastry assortment. Use broadly available mainstream products and equivalent package sizes when necessary.

Downloadable Grocery List

- Eggs — 1 dozen large
- Bacon — 12–16 oz

- Milk — 1 gallon or equivalent
- Butter — 1 lb
- Yogurt — 6–8 individual cups or 32 oz tub
- Orange Juice — 52–64 fl oz
- Bread — 1 loaf
- English Muffins — 6 count
- Pancake Mix — 28–32 oz
- Maple-Style Syrup — 20–24 fl oz
- Breakfast Cereal — Family-size box
- Oatmeal — 8–12 packets or canister
- Peanut Butter — 16–18 oz
- Fruit Spread — 18–20 oz
- Bananas — 6–8 bananas
- Apples — 4–6 apples

Editable Bundle Customization Worksheet

Customer / Order: _____

Guest / Household Size: _____ Number of Breakfasts: _____

Egg Preference: _____

Bacon Preference: _____

Milk Preference: _____

Bread / English Muffin Preference: _____

Cereal / Oatmeal Preference: _____

Yogurt Preference: _____

Fruit Preferences: _____

Items to Remove: _____

Requested Substitutions / Additions: _____

Allergy / Dietary Notes: _____

Operator Fulfillment Notes: _____

Personalization Instructions

Use the foundation as the starting assortment. Review Special Instructions before shopping, make only commercially reasonable substitutions, and preserve the bundle's broad breakfast function and intended 4–6 person scale.