

Oscar Mayer launches refrigerated breakfast category with scramblers

14 September 2023 | News

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Oscar Mayer announces its first-ever on-the-go refrigerated breakfast offering: new Oscar Mayer Scramblers. The innovation comes after uncovering that only 23 per cent of people are currently eating a full breakfast¹ due to limited hearty options available. Here to transform the convenient breakfast game, Oscar Mayer Scramblers are made by using two fresh eggs and are available in three delicious and filling varieties – including Bacon & Velveeta, Ham & Colby Jack and Wiener & Cheddar.

A category that Kraft Heinz first pioneered in 2018, the refrigerated breakfast aisle is an area the company continues to see opportunity in. Scramblers mark the first time two iconic Kraft Heinz brands will be served together in one product for breakfast, including beloved Oscar Mayer meats and delicious Velveeta cheese. While new to the category, Oscar Mayer hopes to deliver the brand trust and high-quality taste and experience consumers expect when it comes to their morning meal.

“While people crave a tasty breakfast, it is often compromised with quick, boring options due to busy weekday mornings—and boring is the antithesis of what Oscar Mayer stands for,” said Kelsey Rice, Associate Director, Oscar Mayer. “With fans yearning for more fresh, convenient and satiating breakfast options, Scramblers is set to spark smiles through seriously delicious meats, providing hearty ingredients and tasty, meaty recipes in a way only Oscar Mayer can.”