

Below is an example of the type of copy I wrote for each category in the new Huddle House menu.

Breakfast Category Names:

Breakfast Table Breakers

Dawn Breaker Breakfasts

Big Breakfast Combos

Day Starter Breakfasts

Day Starter Platters

Breakfast Table Toppers

Full Fry-Up Breakfasts

Morning Maker Platters

Favored Fry-Up Platters

Favored Breakfast Platters

Breakout Breakfast Platters

Bountiful Breakfast Platters

Tantalizing Breakfast Platters

Belt Buster Breakfasts

Must-Have Morning Platters

The House's Specialty Breakfasts

Old Fashioned Breakfast Favorites (They Want To Be Untrendy, Old Fashioned Is The Opposite Of Trendy)

Fresh Start Fixins

3 versions of the category copy:

1. Every platter comes with two eggs cooked just the way you like them, stick to your ribs sides like grits or golden hash browns and a slice of crunchy toast.

2. Our breakfast platters offer two eggs any way you want them, a piece of toast and a choice between two old fashioned favorites: grits or hash browns.
3. Each classic breakfast option offers two eggs cooked to order, a choice between golden hash browns or old fashioned hominy grits and a slab of toast on the side begging for butter.