

Those of You With Jobs, Take Note: Power Breakfast Is the New Power Dinner

October 10, 2011



We're in it for the eggs. *Photo: 451*

If you're planning to close a big deal or impress someone important, it's most trendy (and effective!) to do it over OJ: "Breakfast is the new dinner. By getting business done earlier, it sets the tone and accomplishes a lot for the rest of the day." This from Lou Imbriano, former vice president and chief marketing officer of the New England Patriots, as quoted by the *Herald*.

[Asana](#), [Met Back Bay](#) (whose pork-stuff hash browns are pictured here), and [Catalyst](#) are each cited as bigwig-breakfasting locales.

But if you need more convincing that breakfast is best, note that sandwich standard-bearer Cutty's in Brookline now serves breakfast sandies courtesy a brand-new egg cooker. It can churn out "half a dozen scrambled egg disks" at once, per [Serious Eats](#). "Scrambled egg disks" don't sound particularly appealing in print, but because it's

Cutty's, the [most amazing sandwich shop ever](#), we're going to go with it and egg-spect good things.