



BREAKFAST CLUB STARTER KIT

(C) 2025 BREAKFAST INDUSTRIES BROOKLYN NY

WELCOME

to the Breakfast Club Starter Kit! We're happy to have you join our community as the new host of your local Breakfast Club.

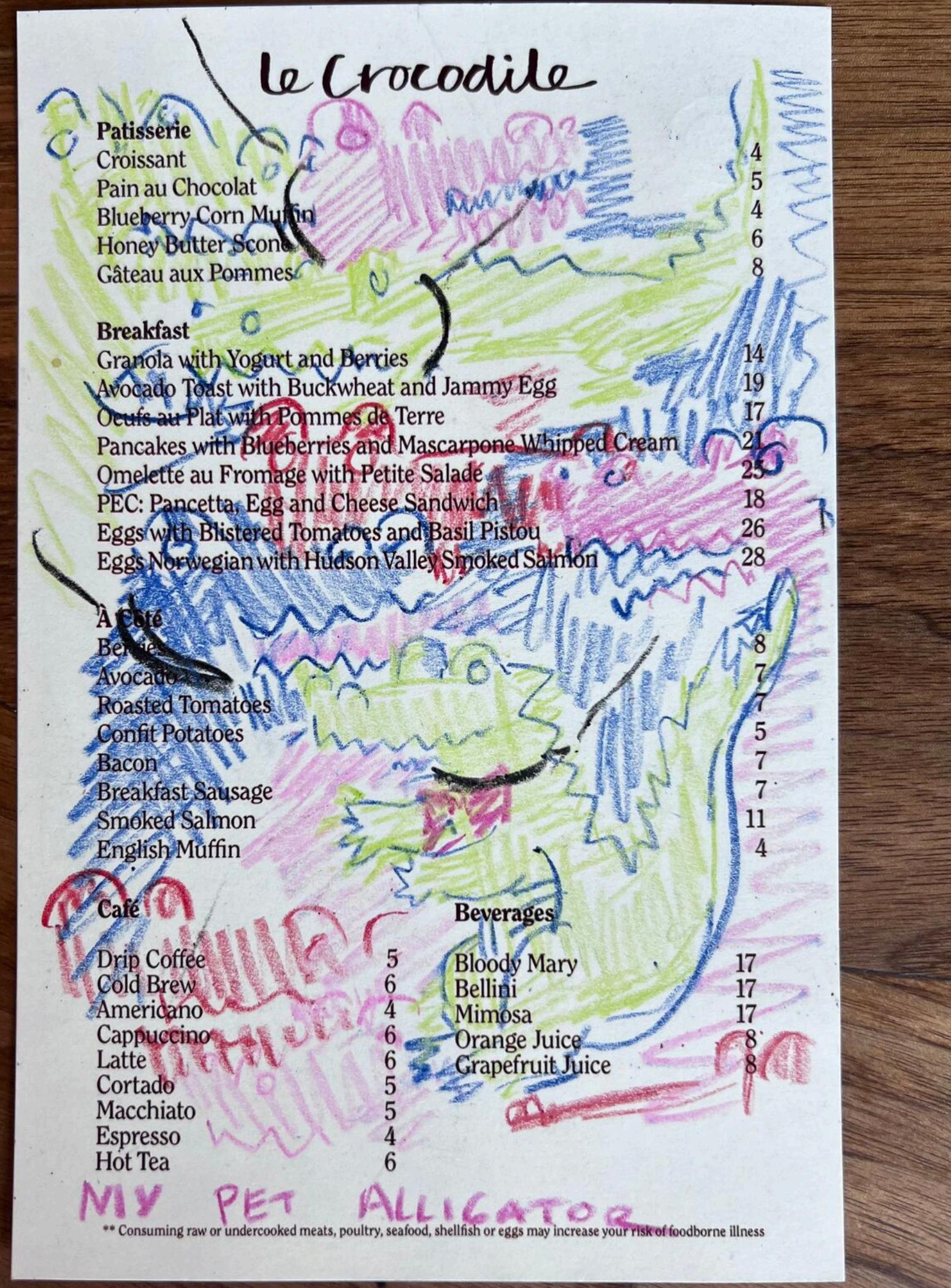
This comprehensive guide is designed to equip you with all the essential tools, tips, and resources needed to launch and sustain a successful Breakfast Club in your area.

Whether you're looking for guidelines on inviting guests and recapping events or tips on how to capture the buzz around the room, whatever you need, we're here to support you every step of the way.



HOW BREAKFAST CLUB CAME TO LIFE

The Breakfast Club concept originated in Brooklyn, NY, after the COVID lockdown. Ben Dietz, a longtime executive in brand and commercial strategies, aimed to foster face-to-face connections. It began with weekly breakfasts at Le Crocodile in The Wythe Hotel and has since expanded to over 30 cities worldwide, with meet ups held on a weekly, bi-weekly, or monthly basis.



THE BREAKFAST CLUB ETHOS

Breakfast Club isn't so much about coffee at any time of the day. At times, we make it about breakfast, then happy hour, then a 'fun pizza stroll'—whatever that is—and then finding yourselves at a rock show with your new buddies.

The point is that real-life interactions can lead to something serendipitous and unexpected, whatever that might be. Your Breakfast Club serves it to you, or if it doesn't, you can serve IT to your Breakfast Club. Either way, we all win.





Everyone's invited - especially you.

- Feel free to share and bring friends, colleagues, family, and anyone you feel would benefit from early morning coffee, chat and networking.
- No agenda, no required buy-in, no need to RSVP. And no pitches.
- Everyone pays their own way.
- Everyone is welcome to subscribe.

HOSTS GUIDELINES

It's not Breakfast Club if it's not a recurring thing. So, schedule it as often as you can commit to showing up.

Partners or co-hosts help.

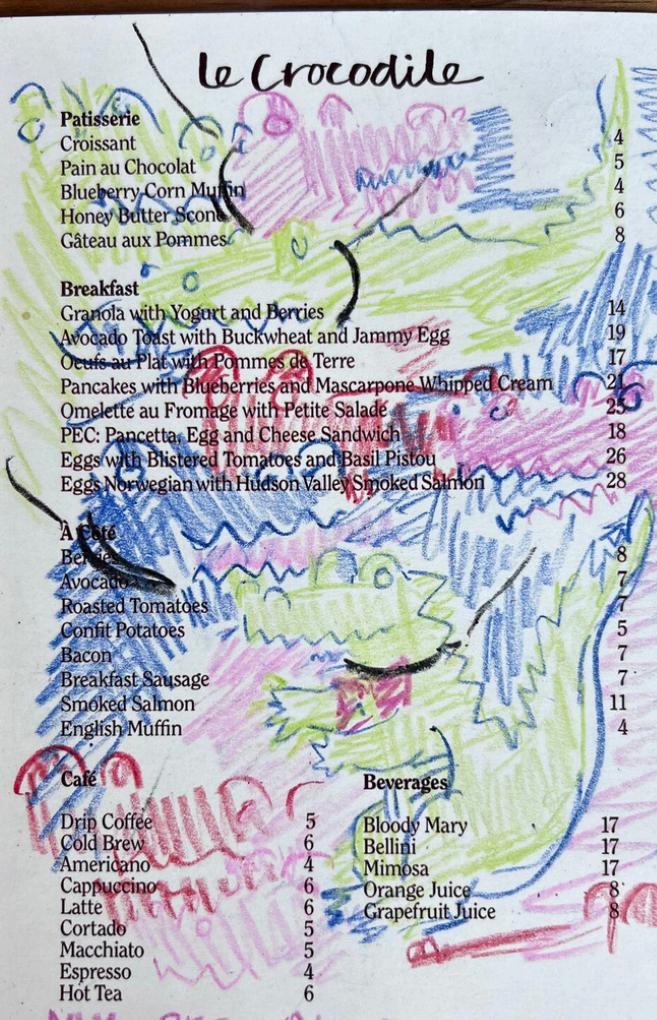
Pick a venue to call home and create a relationship with it.

Let people find their rhythms. Let them introduce themselves to each other. Don't make them talk if they don't want to. If they arrive late or need to excuse themselves early, it's fine.

Let everyone pay for themselves. It means they'll show up without preconceptions. If another party wants to underwrite, as our friends at "On Discourse" or "Mojo Supermarket" have done in the past, let them - but let them know they're doing it for the community, not the opportunity to run the table. They'll get it - or you don't want them there.

Invites work well to communicate the event and are easily shareable on Social media (LinkedIn, Global Substack Page, Global Instagram account, and via Text or WhatsApp). However, they are not mandatory.

Where to communicate your BC? Most hosts create LinkedIn posts and have created WhatsApp groups or dedicated email lists. However you feel the best way to connect with your community is up to you.



POST-EVENT RECAP

Ben creates a weekly written and visual recap, including photos, of all the BC events worldwide and shares them on Substack. This is a collaborative effort, and we encourage you to share your LinkedIn recap as well. Be sure to tag the community members who attended, as this will help boost your posts in an algorithm-friendly way. Additionally, please share your LinkedIn post in the Global WhatsApp group. Capturing the key points discussed during the events is an important part of the host's role. Find some friendly faces to assist in capturing the main topics around the room or table.

Example of a post-event recap:

- *In our cozy group of 5 in Barcelona today, we discussed if life is game/simulation, and books on gaming theory; if you believe you live one life, how do you live the most inside of it (do you learn how other people live theirs, do you say yes to everything); what's success, really; YouTube as a powerful (and hard) tool; OpenAI's new image creation; Spanish well-intended but loophole-ridden laws; and a upcoming music platform mixing from Spotify's former CIO.*
- - *Great seeing everyone and thanks for coming out in the rain/snow mix - Happy Spring? And thanks to our friends at Salt Yard for the great coffee, breakfast and perfect gathering space. As usual, so many topics covered including Cooper Flagg, summer concert line ups, the sea salt caramel latte that did not disappoint, knitting, hitting all 50 states with kids, BC Spotify playlist development, bbq in Austin, TX, Americorps and more.*



Ben Dietz • 1st
Founder & Chief Strategy Officer
1w •

Breakfast Club Williamsburg Report 4.16.25:

At my end we talked finding great things on the street, the time in NYC when Bedbugs weren't a thing yet, Internet cafes, having a T1 line in the time of 28k dial up, lacrosse, playing Minecraft (but not seeing the movie), the [Alamo Drafthouse Cinemas](#) walk out, dog people, living in Tel Aviv, finding housesitters, the [Rover.com](#) dog service, meeting your podcast heroes, putting pets in strollers, letting kids get "germed up," keeping a handful of old school business cards, hitting the three-year threshold, moving to the places you've been on vacation, college entrance exams, Passover food customs, being religiously non-observant, using brick and mortar as a proof of concept, [Guy Ritchie's](#) "Mobland," getting [Paramount+](#) via [American Express](#), Walmart trying to be less evil, the disappearing [Space NK](#), [beehiiv](#), the newsletter business, [Casey Lewis](#) and her After School newsletter, parasocial media, everything being sales in the end, being a scope-based business, taking pictures like the Godfather, channel specialization, decrepit Robots, robots as an aid to feminism, serving shots in revealing outfits, MAGA [Hinge](#) dates, dating across the political spectrum, committing to the bit, the extreme downsides of main character energy, Eagle Rock Karen getting shot, cosplay gone wrong, being armed and wrong, [Blank Street](#), [Joe's Coffee House](#), King David's breakfast tacos, the [Huddle House](#) MVP waffle tacos, fried chicken sandwich supremacy, trusting overweight cardiologists, the challenge of eating healthy in the Midwest and lots more.

The crew was [Lee Baler](#), [Zane Posen](#), [Zachary Mallard](#), [Sundi Brewer-Griffin](#), [David Drexler](#), [Charles Bane III](#), [allie dietzek](#), [Ian Edgar](#), [Julie Stein](#), [Rebecca Davison](#), [Marion Siboni](#), [Marc Weissman](#), [Nick Bodor](#) and me!

We get together and talk like this every Wednesday starting 8:30a at [Le Crocodile Restaurant](#), and everyone's invited; especially you.

There's also the Breakfast Clubbing International [LinkedIn](#) group: <https://lnkd.in/eHAWrG6n>

And the Breakfast Clubbing newsletter with updates on BC from 40+ cities around the world: <https://lnkd.in/eZi3f42n>



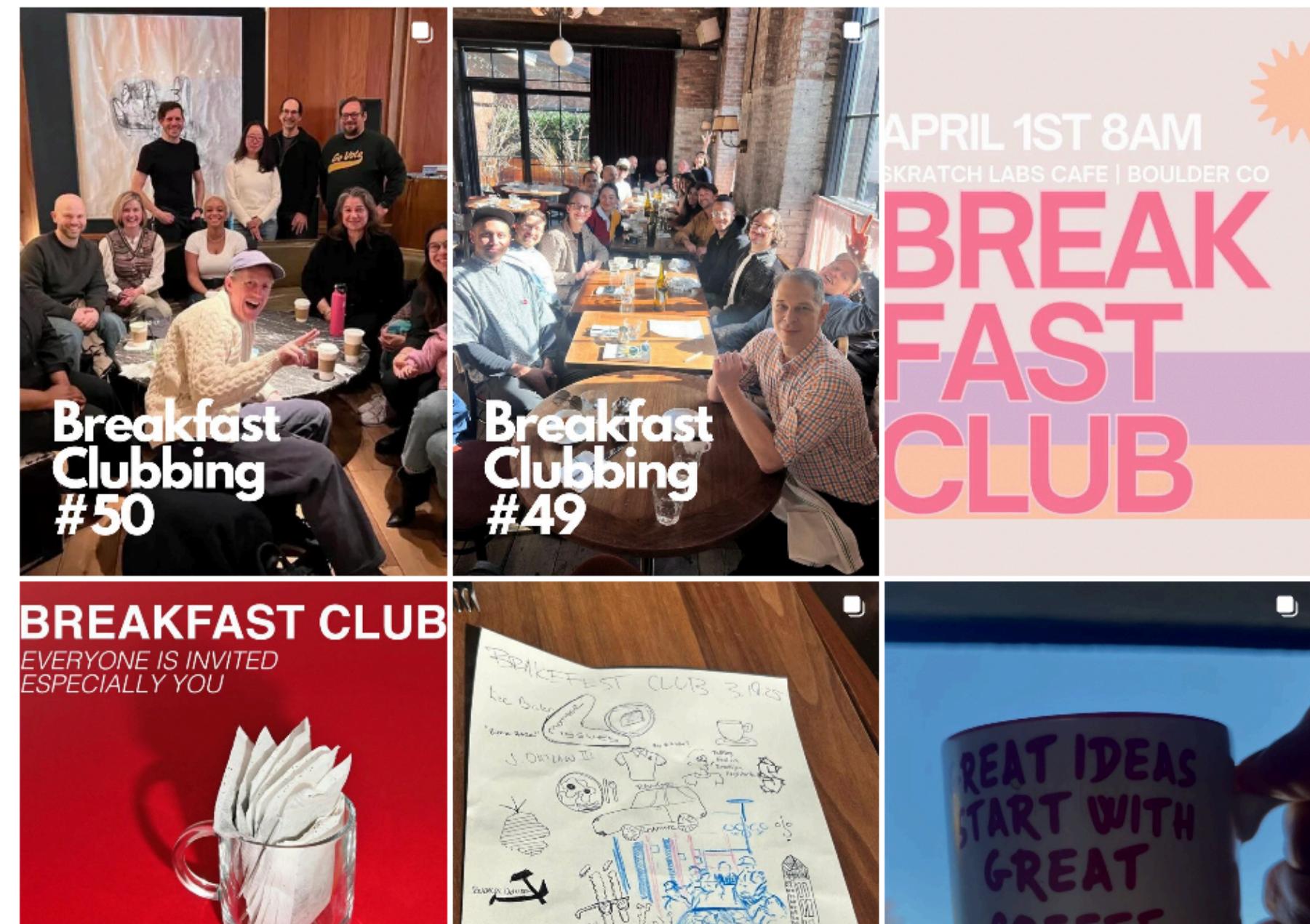
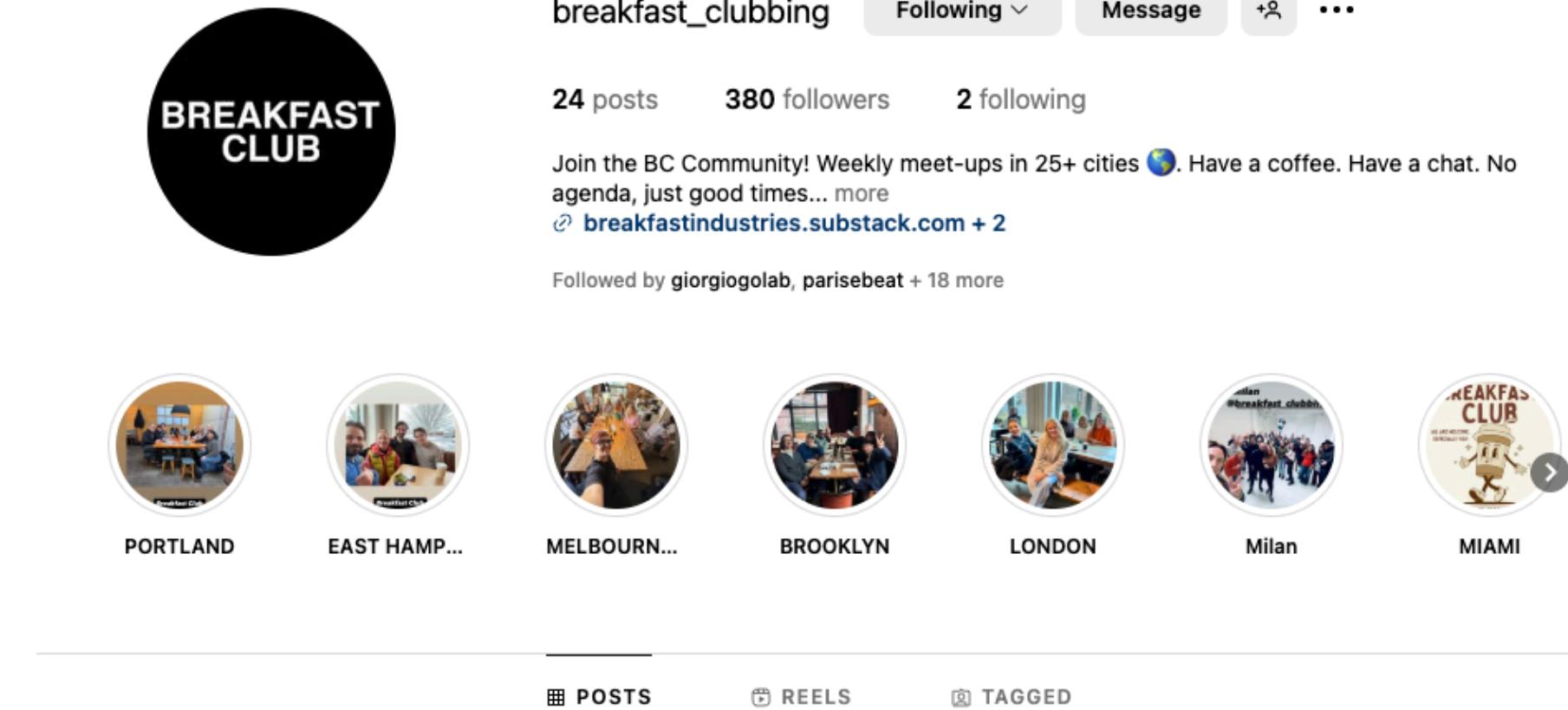
GUIDELINES FOR SHARING INVITES & RECAPS

When to Share Invites: Send invites for the upcoming week at least one week in advance, regardless of whether your creative remains the same or varies each time.

Where to Share Invites: Share them with the Breakfast Club Hosts (Global) WhatsApp group, tagging @dietznutz and @charlacaponi to notify us so we can disseminate them across our social channels.

Who to Tag: If you post on your personal Instagram, tag @breakfast_clubbing for collaboration, and do the same for any recap images of your group.

Where & When to Share Recap Posts: Write your LinkedIn recap immediately following your BC. Tag @dietznutz on LinkedIn and share your LinkedIn post in the Global WhatsApp group.



INVITE & PHOTO RECAP SIZING FOR INSTAGRAM FEED, STORIES & LINKEDIN

If you choose to create an invite for your local BC, we only need two sizes to be made.

FEED:

Square: 1080 x 1080 pixels (1:1 aspect ratio)

STORY:

Vertical: 1080 x 1920 pixels (9:16 aspect ratio)

Recap photos of your BC will be shared on the Global Instagram page. They must follow the sizing or they won't be posted.

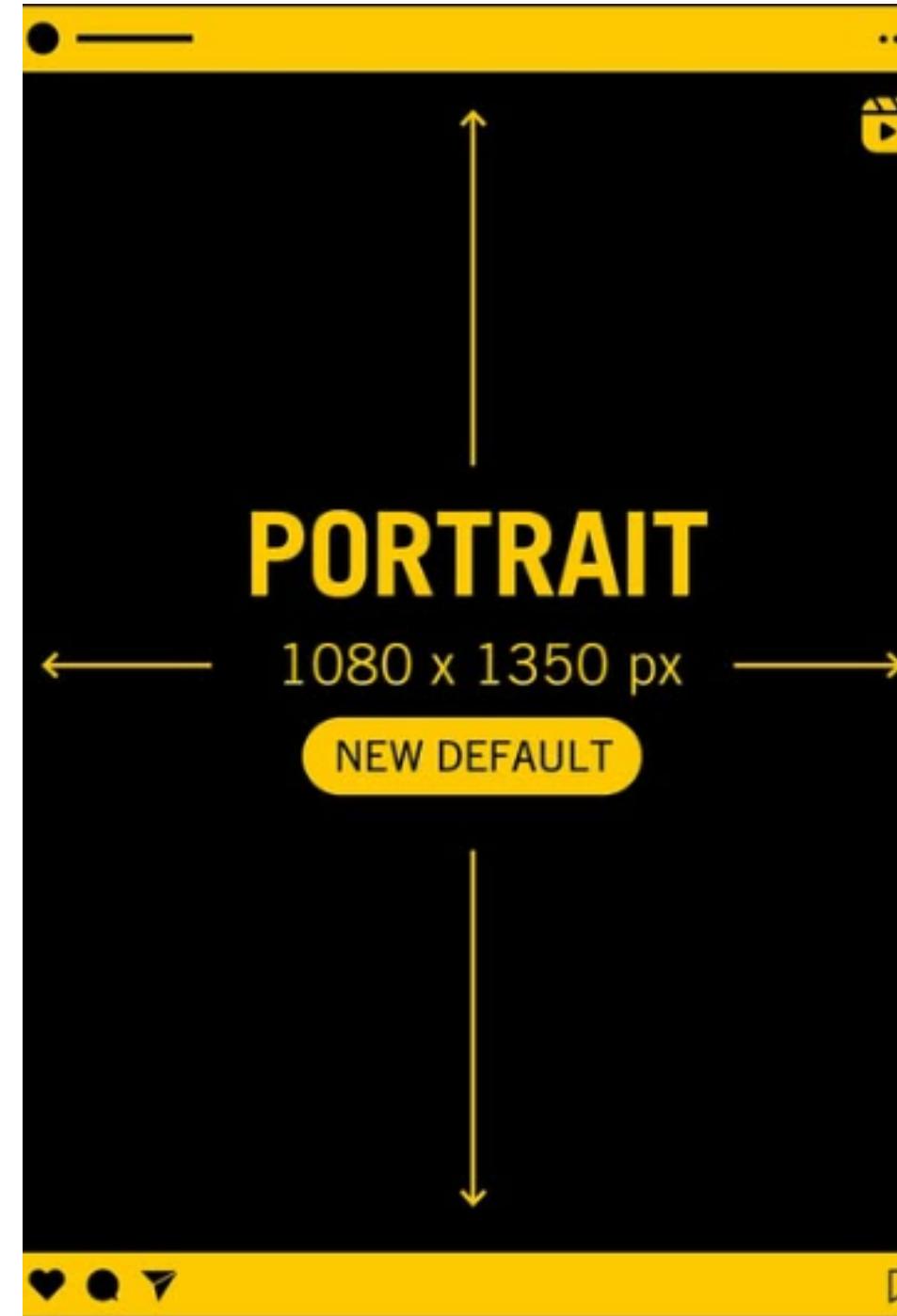
LINKEDIN

Square: 1080 x 1080 pixels.

Portrait: 1920 x 1080 pixels.

Landscape: 1200 x 626 pixels.

IMPORTANT: Please don't use copyrighted images, i.e., celebrity, artists' work, etc.



Invite for Feed

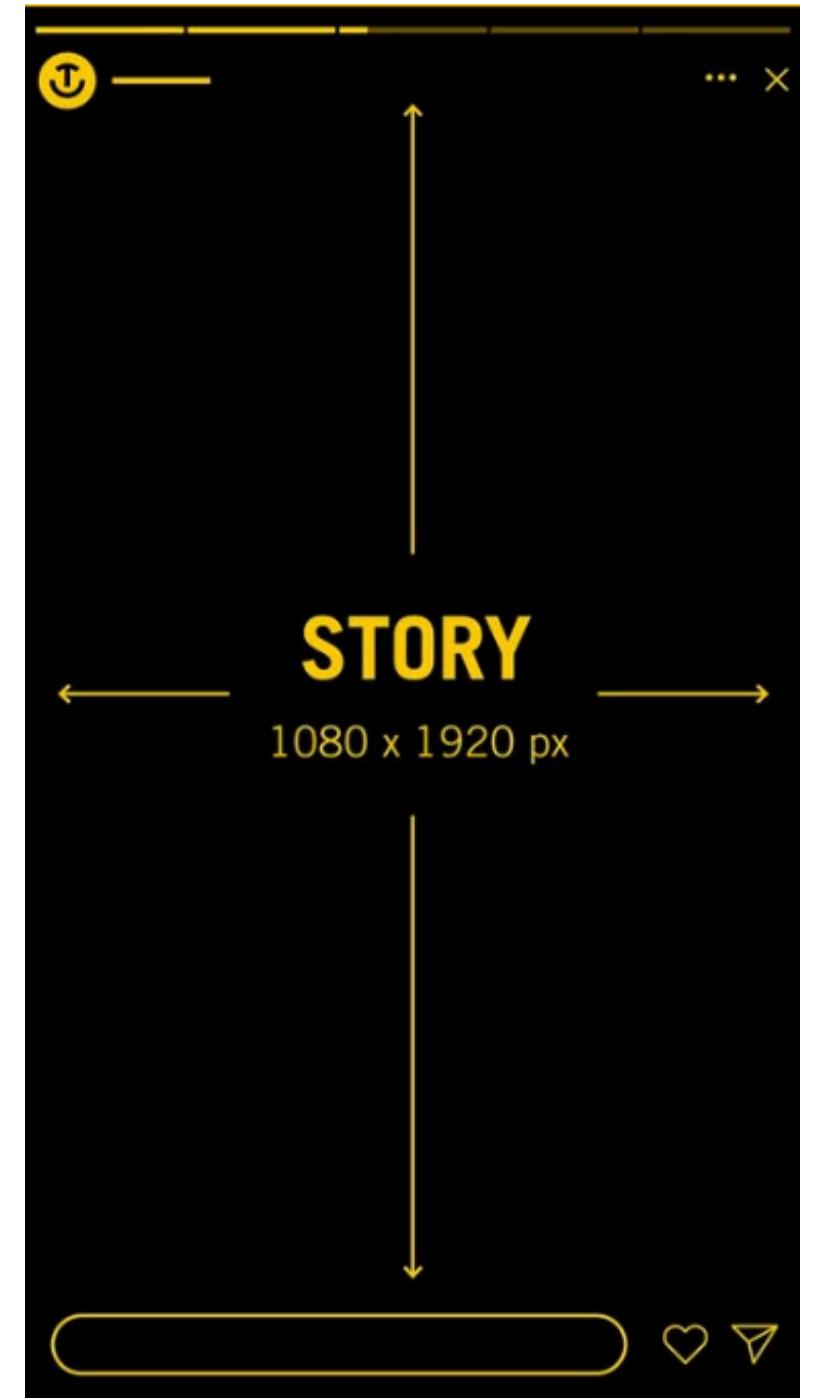


Image recaps
for Stories

SOCIAL POST CADENCE

SUBSTACK:

Weekly Monday.
Managed by Ben.

LINKEDIN BREAKFAST CLUB INTERNATIONAL:

As posts come in.
Managed by Ben.

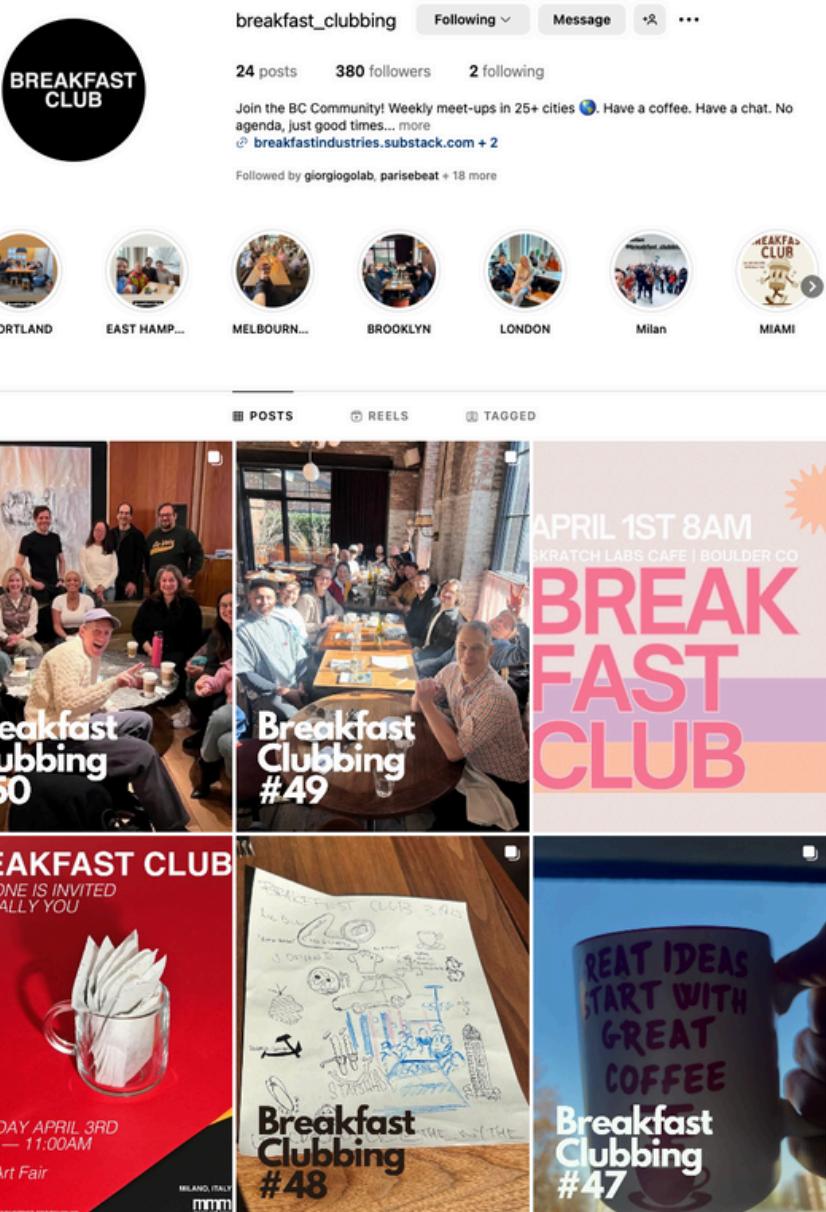
INSTAGRAM x INVITES:

We post weekly for those weeks' events on Monday or Tuesday.
However, we would like to move to a week-in-advance cadence,
with a reminder in Stories on Monday. We need the global hosts'
help in doing so 😊.

Managed by Charla Caponi.

INSTAGRAM x RECAP PHOTO'S:

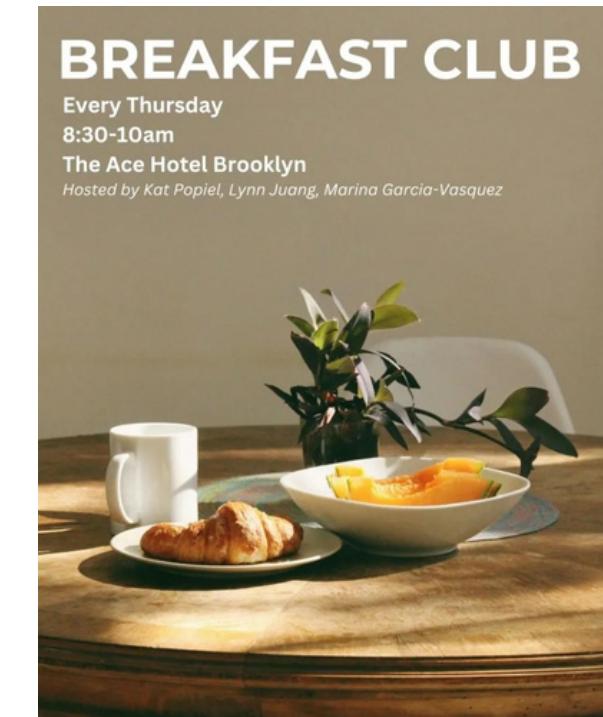
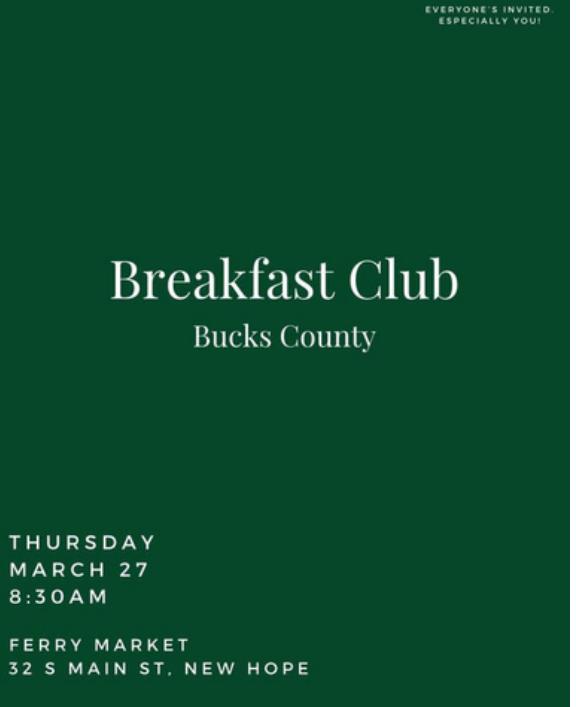
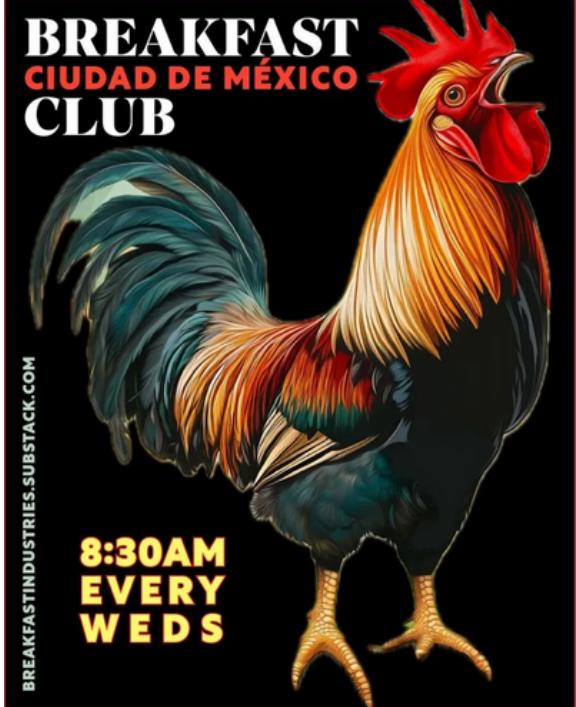
Weekly Monday for the week prior's events.
Managed by Charla Caponi.



A LinkedIn post from Peter Spear (@peterspear) on April 8, 2025. The post features a photo of a wrapped sandwich with a 'BREAKFAST CLUB' label. The caption reads: 'I neglected to include BC Hudson (New York) in the newsletter this week, but it's on. Send friends! Peter Spear and Mark DePace are hosts.' Below the post are comments from Ben Dietz and Peter Spear, and options to Like, Comment, Repost, and Send.

A screenshot of the 'breakfastindustries.substack.com' website. The header includes a logo with three faces, a search bar, and navigation links for 'Home', 'Chat', 'Archive', and 'About'. The main content area features a collage of photos from various Breakfast Club meetings around the world. A central blue box contains the text 'BREAKFAST CLUBBING'. Below the collage, a copyright notice reads '(c) 2025 BREAKFAST INDUSTRIES BROOKLYN NY'. To the right, a section titled 'Breakfast Clubbing #50' is shown with the text 'W/C 7th April: BC is ON in PDX, Paris, Miami, Hamptons, Hudson, Wmsburg, CDMX, SF, Vienna, DC, DTBK, Manhattan, Sydney, Melbourne (Richmond) and SOMA...' and a timestamp 'APR 8 · BEN DIETZ'. There are also like, comment, and share icons.

INVITE EXAMPLES



BREAKFAST CLUB AROUND THE GLOBE

WEEKLY:

PORLAND, OR [TUESDAY]
MEXICO CITY [WEDNESDAY]
WILLIAMSBURG BROOKLYN [WEDNESDAY]
MIAMI [WEDNESDAY]
THE HAMPTONS [WEDNESDAY]
SAN FRANCISCO [WEDNESDAY]
DOWNTOWN BROOKLYN [THURSDAYS]
MANHATTAN [THURSDAYS]
SOMA, NJ [FRIDAYS]

BI-WEEKLY:

WASHINGTON, DC [THURSDAYS]
VEGAS (THURSDAYS)
MELBOURNE [FRIDAYS, ALTERNATING
BETWEEN FITZROY AND RICHMOND]
AMSTERDAM [FRIDAYS, ALTERNATING
BETWEEN LOCATIONS EAST AND WEST)

MONTHLY:

BOULDER (FIRST TUESDAY)
BARCELONA[FIRST WEDNESDAY]
LONDON [FIRST THURSDAY]
BURLINGTON, VT [SECOND MONDAY]
LA (WEST) [THIRD FRIDAY]
VIENNA
PARIS
MILAN
LUGANO

MONTHLY:

PORLAND, MAINE
PHILADELPHIA
BOSTON
PANAMA CITY
SEATTLE
DENVER
BRIGHTON
SINGAPORE
SYDNEY
BASSANO DEL GRAPPA
TORONTO
ATLANTA
BERLIN
IBIZA

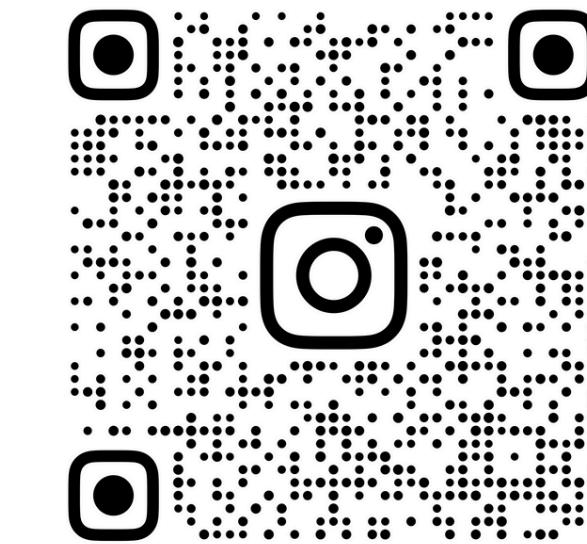
GLOBAL SOCIAL HANDLES, GROUP and G-DRIVE:



[BREAKFAST CLUB BK](#)



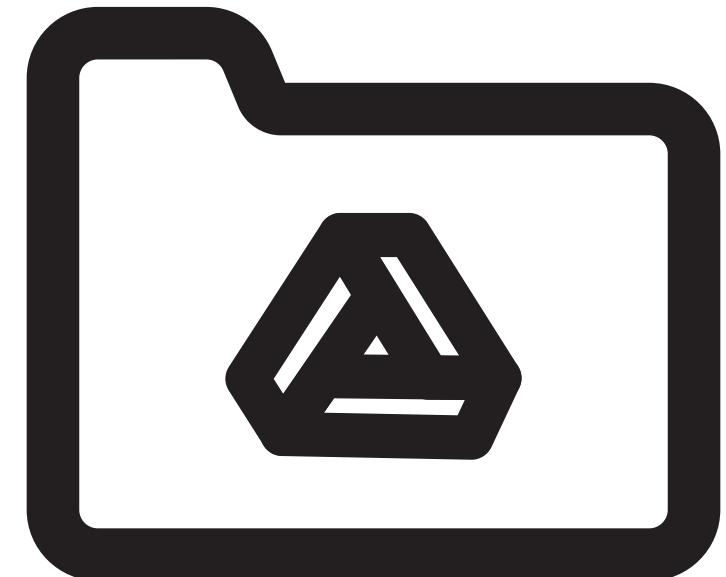
[BREAKFAST INDUSTRIES](#)



BREAKFAST_CLUBBING



Global Hosts Group



[BREAKFAST CLUB HOSTS FOLDER](#)

CONTACTS:

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Charla Caponi for FAQ's and SMM charlanoelcaponi@gmail.com +393356826340 @cncbassano



HAPPY BREAKFAST CLUBBING