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# BREAKFAST BEAT

Vol. 05 • May 2010 / An Official Newsletter of the American Egg Board

## Alive & Kicking!

Breakfast is an affordable indulgence in this economy and your guests would like to see more of it. In fact, all-day breakfast is the #1 thing breakfast diners tell Mintel they'd like to see more often in restaurants.

The morning daypart has been less affected by the economic downturn than lunch or dinner, and it remains the best opportunity for growth. Restaurants added more than 460 new breakfast items to their menus in 2009, which was more than in either 2007 or 2008! <sup>(1)</sup>

Mintel forecasts foodservice breakfast to expand by 13% from 2009 to 2014. According to Mintel's Eric Giandelone, "Restaurant operators can also perk up sales by realizing that many diners crave breakfast outside traditional breakfast hours." <sup>(2)</sup>



### DID YOU KNOW?

- Eggs are a nutrient-dense food: lots of nutrition compared to their calorie count.
- One large egg provides 12% of the Daily Value for protein.
- As for the fat found in an egg, two-thirds of it is the unsaturated kind.
- The egg yolk is an excellent source of choline, a nutrient now considered essential for human health.
- Eggs contain some amount of every vitamin except C, which are primarily in the yolk. Only trace amounts of vitamins are in the white.

### By the Numbers

- Menu mentions of breakfast sandwiches increased 13% from Q4 2008 to Q4 2009. <sup>(3)</sup>
- Operators are optimistic about the economy – 62% expect their business to rebound sometime during 2010. <sup>(4)</sup>
- Penetration of breakfast items at QSRs has gone from 19% in 2005 to 36% in 2009. <sup>(5)</sup>
- While U.S. ad spending was down 9% overall and 3.6% at full-service restaurants, QSR's ad spending increased by 1.3% in 2009. <sup>(6)</sup>
- The percentage of QSR breakfast items featuring eggs rose from 57% in 2005 to 64% in 2009. <sup>(5)</sup>
- QSR's percentage of the foodservice breakfast market rose from 61% in 2005 to 75% in 2009, while mid-scale operations declined from 35% to 22% during that same period. <sup>(5)</sup>



### Mexican Breakfast, QSR Style

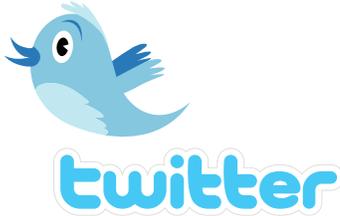
Taco Bell continues to test breakfast in selected locations. Items include:<sup>(7)</sup>

- Morning Wrap – egg, cheese, sausage
- Denver Stuff Hash Brown – Denver omelet ingredients inside a hash brown patty
- French Toast Sandwich Deluxe – egg, cheese sausage
- Country Breakfast Burrito (or skillet) – egg, sausage, potatoes, gravy



# FUTURE PLANS

- Wendy's plans to reintroduce breakfast in 2011: grilled panini breakfast sandwiches, a skin-on potatoes side dish and a new premium coffee program will be included. <sup>(8)</sup>
- Wendy's also plans to allow store-by-store pricing variation, a change that will be fully in practice by 2011. <sup>(8)</sup>
- Jack in the Box is testing Breakfast Pita Pockets made with scrambled eggs, ham, cheese and bacon (similar to its Meaty Breakfast Burrito); no word yet on plans to go system-wide. <sup>(9)</sup>



## Now Showing!

Come see what we've got cooking on Twitter at Eggs4FoodServ (twitter.com/Eggs4FoodServ).

We'll let you know when our latest blog is posted, you can read industry thought-leader commentary and discover amazing facts on breakfast trends – follow our links to read all about them! Additionally, you can find us at LinkedIn at Eggs4FoodServ.

And if that just whets your appetite, visit our newly refreshed web site at aeb.org and click on the Foodservice Professionals tab for even more in-depth coverage of breakfast trends and insights.

## NRA SHOW 2010

THE INTERNATIONAL FOODSERVICE MARKETPLACE

### Winning New Menus

Join us for the NRA Show panel sponsored by American Egg Board, "Create New Menu Wins: Breakfast Innovation Success Stories," for stimulating insights from leading innovation experts **Sharon Lykins**, Director of Product Innovation, Denny's; **Keira Moritz**, Executive Chef, Pacci Ristorante (Kimpton Hotel, Atlanta); and **Maeve Webster**, Director of Research & Consulting, Datassentials Research. The session moderator will be **Greg Sanders**, Associate Publisher with *QSR* magazine.

**DON'T MISS OUT!**  
NRA Show 2010 • Monday, May 24th • 12:00-1:30

# News to Watch



New breakfast items, national launches and distribution points have been the focus for many chains. Recent news includes:

- Subway's nationwide launch of its breakfast menu in April with muffin melts, 6-inch subs and flatbread sandwiches. Prices range from \$1.75 to \$3.50 and include:
  - Western egg and cheese
  - Black Forest ham, egg and cheese
  - Double bacon, egg and cheese
- New Burger King breakfast items introduced in April: BK Breakfast Bowls, value priced at \$2.99, including sausage, eggs, cheese and potatoes; and BK Breakfast Muffin Sandwich selling for \$1.

- Dunkin' Donuts' second Waffle Breakfast Sandwich LTO in the past year features scrambled eggs, sausage and American cheese between two maple-infused waffles. Suggested retail of \$2.99.
- The recently opened Denny's Fresh Express (its first QSR location) on the campus of California State University includes Grand Slam breakfasts cooked-to-order at any time throughout the day.
- Quiznos' March announcement that a breakfast menu is now available to all its 175 convenience store locations and include sausage and egg biscuit, breakfast Sammies and breakfast subs. Suggested retail is \$2-\$3.
- Burger King's announced replacement of its BK Joe coffee program with Seattle's Best Coffee throughout the U.S. in a rollout due to be complete by September 2010.



American Egg Board  
aeb.org/foodservice

*For more recipes and information go to....*

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#### SOURCES

1. Mintel, Menu Monitor
2. Quoted by QSR magazine in March 2010
3. Mintel, Menu Insights
4. Technomic, Operator Survey January 2010
5. Datassential, 2010
6. The Nielsen Company
7. Orange County Register, 3/17/10; QSRweb, 3/17/20
8. Associated Press, 3/4/10; BurgerBusiness.com, 3/4/10
9. BurgerBusiness.com, 3/14/10

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# The Facts About the Egg Production Process

When considering the purchase of eggs for your operation, there are a number of available options. America's egg farmers produce eggs from multiple production systems – conventional, cage-free, free-range and organic. Here are some facts about the egg production process that you may want to consider:

- **Conventional Cage** eggs are produced from hens living in communal cage systems. There are multiple cage systems, depending upon the size of the birds, and the facility as well. Farmers that utilize the cage system participate in handling and care practices as well. While providing hens with access to fresh food and water, cages also work as nesting space. Cage-laid eggs are collected with an automatic collection system. Cage systems help protect against predators.
- **Cage-free** eggs are laid by hens living on indoor floor operations, sometimes called free-roaming hens. The hens are usually housed in a barn or poultry house, and have unlimited access to fresh food and water, while some may also forage if they are allowed outdoors. Cage-free systems vary and include
- **barn-raised and free-range** hens, both of which have shelter that helps protect against predators. Both types are produced under common handling and care practices, which provides floor space, nest space, and perches. Depending upon the farmer, these housing systems may or may not have an automated egg collection system.
- **Free-range** eggs are produced by hens raised outdoors or that have access to the outdoors, as weather permits. Shelter is provided during inclement weather and to help protect from predators. In addition to having continuous access to fresh food and water, these hens may forage for wild plants and insects and are sometimes referred to as pasture-fed hens. These hens are also provided with floor space, nest space, perches. Free-range hens also are cared for under common handling and care practices.
- **Organic** eggs are produced according to national USDA organic standards related to methods, practices and substances used in producing and handling crops, livestock and processed agricultural products. Organic eggs are produced by hens fed rations having
- ingredients that were grown without most conventional pesticides, fungicides, herbicides or commercial fertilizers. Antibiotics and growth hormones are prohibited (growth hormones are also prohibited in conventional systems as well). All organic systems are cage-free.

## Other Egg Facts

- The nutrient content of eggs from the same breed of hen fed the same diet is not affected by whether hens are raised free-range or in floor or conventional operations. It is solely determined by the feed.
- Approximately five percent of eggs come from cage-free systems and they are typically more expensive than conventional eggs. Due to higher production costs and lower volume per farm, free-range eggs are generally more expensive.
- Research has indicated that hens kept in cage-free or free-range systems have higher rates of mortality than those kept in conventional production systems.
- Research shows that eggs from modern conventional systems have lower shell bacteria levels than eggs from cage-free or free-range eggs.

## The Good Egg Project

Take the pledge...Join America's egg farmers in our fight against hunger. Food banks and charities continue to need more food, especially high-quality protein foods like eggs. America's egg



farmers are committed to caring for their hens, the environment and especially their communities. Join America's egg farmers in a commitment to live more healthfully and give back to the community by pledging to **"Eat Good. Do Good Everyday."**

**YOU CAN HELP!** Take the pledge at [www.GoodEggProject.org](http://www.GoodEggProject.org)

By taking the **FREE** pledge, an egg will be donated on your behalf to **Feeding America**. America's egg farmers will donate up to **1 million eggs!** Remember **"Eat Good. Do Good Everyday."**

For information on how you can conduct a Good Egg Project Promotion, contact the Foodservice Department at: [ahainze@aeb.org](mailto:ahainze@aeb.org) or call 847-296-7043.