

incredible!

BREAKFAST BEAT

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The Case for Clockless Days

DID YOU KNOW?

According to a new USDA study, eggs have 14% less cholesterol than previously reported.

- The amount of cholesterol in a single large egg has decreased from 212 to 185 mg.
- The amount of protein in one large egg remains the same at 6 grams or 12% of the Recommended Daily Value. The protein in eggs is the highest quality protein found in any food.
- The new analysis also revealed that a large egg now contains 41 IU of Vitamin D, an increase of 64%.
- Eggs are now considered a good source of Vitamin D (providing at least 10% of the recommended daily allowance). Eggs are one of the few foods that are a naturally good source of Vitamin D.
- Some researchers believe the natural decrease in the cholesterol of eggs could be related to the improvements farmers have made to the nutrient profile of the hen feed.

All-day breakfast remains a significant desire for many patrons, with 36% of those surveyed by Mintel wanting increased availability in Quick Service Restaurants (QSRs).⁽¹⁾ While Dunkin' Donuts, Jack in the Box, Einstein Bros. Bagels, and Sonic are the best-known QSR chains currently offering it, sales growth potential of an all-day "morning meal" continues to be considered by other chains due to the changing competitive field.

- Many Subway locations offer all-day breakfast and thousands more locations have the option to do so at any time.
- Family restaurants are aggressively fighting the loss of breakfast sales by offering all-day breakfast value menus



(Denny's), grab & go (Bob Evans), and all-you-can-eat specials at QSR prices (Denny's, IHOP).

- Convenience store chains, including Wawa, Sheetz and 7-Eleven, have targeted their products and operations to appeal directly to QSR patrons with some offering breakfast items all day.

Adding even a few breakfast sandwiches beyond the traditional morning meal hours could keep those all-day seekers of comfort food loyal to you throughout the day.

New Breakfast Intros

Burgerville

- Senen's Breakfast Burrito – eggs, salsa, and Cheddar, with sausage, bacon, ham, beef patty or veggie patty in flour tortilla
- Green Chile Cheddar Egg Sandwich - roasted poblano pepper, Cheddar cheese and a fried egg on bagel or English muffin

Panera (LTO) – French Toast Bagel, made with egg, sausage and Vermont Cheddar in a vanilla and maple syrup-laced bagel

McDonald's – Fruit & Maple Oatmeal, sold throughout the day

Steak 'n Shake – testing new breakfast items, including bagel sandwiches and the Double Steakburger Royal topped with a fried egg, debuting on February 14th



Newsworthy Promos

- **Burgerville** donated \$1 of every gift card sold through December 31 to the Make-A-Wish Foundation of Oregon.
- Diners enjoyed a free preview tasting of the new **Chick-fil-A** Spicy Chicken Biscuit prior

to its January 10th intro by reserving one at getspicychicken.com.

- **IHOP** will serve free pancakes on March 1 to raise money for Children's Miracle Network Hospitals. Guests will be asked to donate what they would have paid for the pancakes to the charity.

Chefs' Corner

The American Egg Board recently presented a webinar in partnership with *QSR* magazine titled, **Creating New Menu Wins: Breakfast Innovation Success Stories**. Key points discussed by Lindy Miller of Burger King, Ouita Michel, owner of Holly Hill Inn, and Maeve Webster of Datassential Research included:

- Chains not traditionally involved in breakfast, such as pizza or Mexican, are increasingly exploring the breakfast daypart.
- Popular items from other dayparts, such

as the Philly, club and steak sandwiches, are being re-engineered for the breakfast menu.

- Regional American cuisines are inspiring independent operators to devise new breakfast sandwiches, such as a Panini version of the Creole dish, Eggs Sardou.

For a more thorough overview of the webinar, go to <http://www.aeb.org/foodservice-professionals/trends-and-insights/2010-qsr-webinar>.



2011 Trends



Major foodservice industry researchers have identified trends to watch for in 2011, including:

- **Ethnic-flavored breakfast items** – increasing use of ingredients such as Asian-flavored syrups, chorizo and coconut milk ⁽⁴⁾
- **Traditional ethnic breakfast items** – increased menuing of items like huevos rancheros, in plated or hand-held versions ⁽⁴⁾
- **Low prices** – deals continue to be demanded by consumers ⁽⁵⁾
- **Competition from c-stores** – convenience, upgraded offerings, and variety are directed toward QSR patrons ^(5 & 6)
- **Healthful vs. indulgent** – healthier options are desired (e.g. less sodium, whole grains) but taste is still paramount ^(5 & 6)
- **Transparency** – new labeling laws will mandate information, and patrons can access even more on-line and easily share it via social media ⁽⁶⁾
- **“Loophole” LTOs** – pending menu labeling rules will not apply to LTOs, allowing high calorie/fat items to “hide” on menus ⁽⁶⁾
- **Local and seasonal elements** – locally or seasonally available foods or ingredients automatically upgrade menu items ⁽⁶⁾
- **Technology boom** – social media marketing, couponing websites and kiosk ordering will increase rapidly ^(5 & 6)

By the Numbers

- 43% of 18-24 year olds would like to see more all-day breakfast on QSR menus. ⁽¹⁾
- The breakfast sandwich is the top menu item on QSR menus, representing 20% of all menu offerings, versus burgers, which account for only 10%. ⁽¹⁾
- An estimated 1.2 billion biscuit sandwiches were sold in foodservice in 2010, approximately one-third of all breakfast sandwiches served. ⁽²⁾
- 22% of all QSR traffic comes during the morning meal. ⁽³⁾

Health vs. Taste

2010 Mintel research showed 39% of respondents ⁽¹⁾ felt that offering better-for-you (BFY) menu options was important, but diners also feel that health should not come at the expense of taste. “Healthier” can often mean changing one feature, such as replacing an existing white English muffin with whole grain, or adding veggies to a burrito.

A few reasons why operators should make small BFY menu changes:

- Even when not ordering a BFY option, diners feel better about patronizing operations that offer these choices.
- BFY menu options confer a “healthy halo” effect, giving the items served with them a more positive image.
- Menuing both BFY and more indulgent choices offers something for every taste.



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SOURCES

1. Mintel, “Quick Service Restaurants – U.S.,” 2010
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