



incredible!

BREAKFAST BEAT

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The Crowning Touch

More and more operators have discovered that a great way to make a good burger even better is to top it with an egg. From mainstream chains to upscale operators, the egg is adding a delicious touch to burgers. Examples include:

- Available all day, the Breakfast Burger at Carl's Jr. is made with folded egg, bacon, American cheese, and hash brown nuggets.
- Red Robin's Royal Red Robin Burger is topped with a fried egg, applewood-

smoked bacon, American cheese, lettuce, tomatoes, and mayo.

- A recent addition to Steak 'n Shake's all-day menu, the egg-topped Royale Steakburger is made with American cheese, bacon, tomato and lettuce.
- Toppings on Smashburger's new Sin City Smashburger include a fried egg, applewood-smoked bacon, American cheese, and both grilled and haystack onions.



Although upscale operators like Chicago's celebrated DMK Burger Bar top gourmet burgers with eggs, QSRs are beginning to provide a gourmet experience at drive-thru prices.

DID YOU KNOW?

- More than 40 years of research have demonstrated that most healthy adults can enjoy eggs without significantly impacting their risk of heart disease.
- The 2010 Dietary Guidelines for Americans suggest that eating one whole egg per day does not result in increased blood cholesterol levels and recommend that individuals consume, on average, less than 300 mg of cholesterol per day.
- Based on 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.
- Enjoying an egg a day can fall within current cholesterol guidelines, particularly if individuals opt for low-cholesterol foods throughout the day.

NYC benedict bagel



- McDonald's also has introduced two Family Breakfast Box meals in Malaysia, with items including a Big Breakfast platter, Sausage McMuffin with Egg, and Egg McMuffin with Chicken Roll.

News from Abroad

Many chains test ideas in other countries before launching them in the U.S. Here are some breakfast concepts currently being offered overseas that are worth watching:

- Burger King is promoting its BK Single with Egg, and BK Single with Egg & Cheese burgers in Japan.
- In Australia, McDonald's offers the NYC Benedict Bagel, with egg, bacon, cheese and hollandaise sauce; and the Boston Deli Bagel, with egg, bacon, tomato, cheese and seasoned avocado.

A True Value Meal

Wholesale food prices soared 3.9% in February, the largest jump since November of 1974.⁽³⁾ The resulting cost increases experienced by restaurants has chains reviewing new item ingredients and which existing items to promote. Consider:

- The popularity of breakfast sandwiches
- The expanding use of eggs on burgers
- The increasing availability of egg-white sandwiches

Isn't it just a creative, cost-savvy jump to think about eggs as the major protein in new sandwich development?

On top of the new U.S. Department of Agriculture's analysis that found eggs are now 14% lower in cholesterol and 64% higher in vitamin D than they were in 2002,⁽⁴⁾ there are the obvious popularity, versatility, high nutrient value, and low food cost benefits of the egg that make it the star of a handheld meal.

New on Chain Menus

Dunkin' Donuts (LTO)

- Big N' Toasty Breakfast Sandwich – two peppered fried eggs, four slices of cherrywood-smoked bacon and American cheese on Texas toast for \$3.29

Whataburger (regional LTOs)

- Chorizo Taquito – scrambled eggs, chorizo, American cheese, jalapeño and picante sauce in a tortilla
- Breakfast on a Bun – fried egg, chorizo, American cheese and jalapeño on a bun

Caribou Coffee

- Daybreakers, including Chicken Apple Sausage; Egg White and Turkey Bacon; and Veggie – served on brioche, made with items including spinach Florentine spread, Fontina cheese and red pepper spread (all under 310 calories)

Manhattan Bagels

- Bagel Thins – egg white sandwiches made of asparagus, mushrooms, Swiss cheese and tomato spread (270 calories) or turkey bacon, provolone, Cheddar and country pepper spread (380 calories)

Hardee's

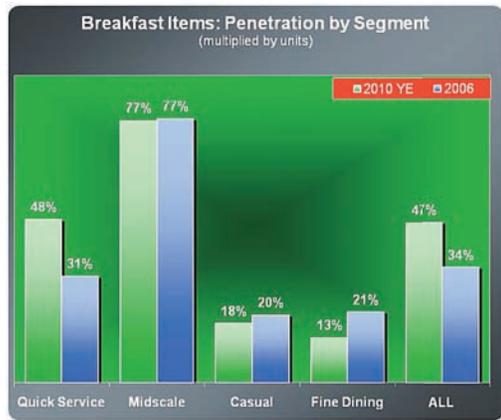
- Hardee Breakfast Platter – eggs, two strips of bacon, and Hash Rounds, served on a biscuit and covered with sausage gravy for \$2.49

Cosi

- Roasted Veggie & Egg White Wrap – egg whites with roasted red peppers, red onions, spinach and feta cheese in a warm tortilla



Made From Scratch Biscuit 'N' Gravy™, 1 egg, 2 strips of crisp bacon and Hash Rounds®.



Source: Datassential, 2011

QSR Picture Rosy

According to The NPD Group/CREST®, 2010 was a good year for QSR.

- The QSR segment saw a 2% increase in dollar growth.⁽¹⁾
- QSR began to see overall traffic growth during Sept-Nov 2010 for the first time since the June-Aug quarter of 2008.⁽¹⁾
- QSR morning meal increased its share of total daily traffic from 19% in 2002, to 23% in 2010.⁽¹⁾
- Although total QSR traffic declined by 1% in the Year Ending November 2010, the breakfast daypart grew 1% during the same period.⁽¹⁾
- The penetration of breakfast items at QSR reached 48% of units in 2010 compared to only 31% in 2006, an increase of 55%.⁽²⁾

By the Numbers

- Total foodservice breakfast sales are expected to increase by 4.1% in 2011.⁽⁵⁾
- Annual foodservice morning meal traffic has increased by 1.9 billion visits since 2001.⁽¹⁾
- Incidence of breakfast sandwiches has increased by 24% on the menus of the 580 chains and independents that are monitored by Mintel.⁽⁵⁾
- The away-from-home morning meal was the only daypart to grow in 2010, with a 1% increase in traffic, compared to a loss of 2% at both lunch and dinner.⁽¹⁾
- Menuing of breakfast sandwiches at family/midscale restaurants increased 82% between Q3 2007 and Q3 2010.⁽⁵⁾
- The number of servings of eggs in the QSR morning daypart rose from 2.9 billion in 2001 to 4.9 billion in 2010, an increase of more than 51%.⁽¹⁾



American Egg Board
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For more breakfast insights and information go to...

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SOURCES

1. The NPD Group/CREST®
2. Datassential, 2011
3. Bureau of Labor Statistics
4. U.S. Department of Agriculture's Agricultural Research Service
5. Mintel, Breakfast Restaurant Trends, February 2011