Mexican flavors have become major competition for America’s long-time ethnic favorite, Italian cuisine. But there’s no question about which one is tops at restaurants in the morning — it’s Mexican, hands down.

Perhaps the most telling sign that Americans love Mexican breakfasts is the number of south-of-the-border inspired restaurant chains that serve it. Breakfast burritos and quesadillas draw Americans of every ethnic heritage, and Taco Bueno, Del Taco and Taco Cabana all offer complete breakfast menus to fill that desire.

Breakfast burritos, quesadillas, tacos and platters commonly include combinations of scrambled eggs, cheeses and sausage, bacon or chorizo with a red sauce. Less frequent but not unusual, are brisket, carne asada, barbacoa, refried beans and pico de gallo.

With Taco Bell planning a nationwide “First Meal” rollout next year, the field will offer some completely new items. Although testing will continue, current plans include a waffle taco with eggs, sausage and syrup packet; the grilled A.M. Crunchwrap made with scrambled eggs, bacon or sausage, crispy hash browns and melted cheese inside a flour tortilla; and MTN Dew Kickstart, a blend of Mountain Dew and orange juice.

Omelets Produce Eggs

America’s Egg Farmers and Denny’s teamed up during the week of 9/9 - 9/15 to help fight childhood hunger. For every “Build Your Own Omelette” purchased from Denny’s new limited time menu, America’s Egg Farmers are donating one egg to a Share Our Strength’s No Kid Hungry® food distribution partner. Sales numbers were not finalized at press time, but the donation is expected to approach 500,000 eggs.

Egg farmers have participated in many promotions over the years, often through an egg industry initiative called The Good Egg Project. As part of this program, America’s egg farmers have donated more than 48 million eggs to local food banks since 2009.
**A.M. Tacos Take NY**

The breakfast burrito has become a common sight on U.S. menus. From Bar Louie to Soup Plantation, and Burger King to Village Inn, breakfast burritos are everywhere. And now the breakfast taco is beginning to make its own waves.

In NYC the morning taco is definitely gaining traction. The item, a distinctly Tex-Mex creation that often includes potatoes or cactus, attracts fans around the clock.

NYC breakfast taco places in the news:

- **Whirlybird** tacos are made of scrambled eggs, Oaxaca cheese, chorizo and a hot stewed salsa of peppers and tomatoes, then topped with cilantro and crumbled jalapeño potato chips.
- **Tacoombi at Fonda Nolita**'s a.m. tacos are served all day and include one with eggs, chorizo, potatoes and chile de árbol salsa, and another of eggs, poblano pepper and nopales cactus.
- **Güeros Brooklyn** offers breakfast on weekends until 4 p.m. including its Migas Taco of fried strips of corn tortilla scrambled with egg, tomato, jalapeño and Cheddar.
- **Zirzamin** serves Breakfast Tacos of scrambled egg, pepper Jack, potatoes and bacon or sausage, with pico de gallo & verde sauce.

Handheld - check. Customizable - check. Is this the next breakfast trend?

---

**Notable News**

**Chick-fil-A** ran “Breakfast On Us” to encourage new guests to try the chain for breakfast. Guests made reservations between 9/9 and 9/14 for a free breakfast entrée, including items like the Chicken, Egg & Cheese Bagel, and Bacon, Egg & Cheese Biscuit.

**Five Guys Burgers & Fries** has added breakfast at a few Boston and D.C. locations. Sandwiches include Egg, Egg & Cheese; Bacon & Egg; and Bacon, Egg & Cheese.

**Intros/LTOs**

- **Cracker Barrel** (new) - Egg & Cheese Sliders made with eggs, Colby, lite-mayo and sliced tomatoes on whole wheat flatbread toast, served with fresh fruit (460 calories)
- **Roy Rogers** (LTO) - Chorizo Breakfast Wrap of scrambled eggs, chorizo, Monterey Jack and pico de gallo in a warm flour tortilla
- **Cantina Laredo** (new) - Torta de Carnitas, a Griddle baked sandwich with slow-roasted pork, fried egg, apricot spread and goat cheese
- **Au Bon Pain** (LTO) - Roasted Vegetables, Cheddar & Egg White Frittata with Cheddar and basil pesto on a skinny wheat bagel
- **Perkins** (LTO) - Roasted Vegetable and Egg Stack with oven-roasted savory medley of 5 veggies, topped with 2 eggs and hollandaise sauce

---

**Data Digest**

- Foodservice breakfast sales are expected to grow 22.1% by 2017, reaching $34.4 billion.
- Hot breakfast sandwich sales are up 12% since 2008 at QSR serving breakfast.
- Breakfast burrito menu incidence grew 25% at fast casual between Q1 2010 and Q1 2013.
- Hot breakfast sandwiches are menued at 62% of QSR serving breakfast.
- Menuing of eggs on U.S. menus grew 6.1% between Q1 2010 and Q1 2013.
- There was a 22% increase of eggs served at QSR between 2006 and 2012.

---

**Follow us:**

@Eggs4FoodServ

**For more breakfast insights and information go to AEB.org/Foodservice**

---

**American Egg Board**

PO Box 738 • Park Ridge, IL 60068-1340 • (847) 296-7043

**SOURCES**

1. Mintel, June 2013
2. Datassential, 2013
3. The NPD Group/CREST®, YE November 2012