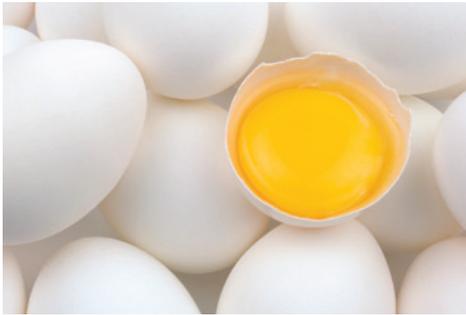




American Egg Board

The Year of the Yolk



The 2014 culinary trend predictions are pouring in, and the Sterling-Rice Group

(SRG) named 2014 “The Year of the Yolk.” Although whole eggs remain in an aggressive growth mode SRG believes yolks will make news in 2014. The group states the “creamy, decadent, golden globe will reign in 2014,” providing a richness normally associated with cheeses and creams.

As examples of operations using yolks creatively, SRG highlighted fine dining operations, traditionally the places trends incubate and permutate to other segments’ menus. Among them are:

- **Blackbird** (Chicago) - Heirloom tomato salad with cured egg yolk.
- **Josephine House** (Austin, TX) - Hand-cut noodles with Calabrese salami, egg yolk, wilted greens, Parmesan & garlic.
- **Blue Hill** (NYC) - Egg Yolk Carbonara with celery root and bacon.

The growing interest in Korean cuisine, where yolks play an integral part, also will increase visibility. Chefs continue to find other creative ways to prove the Sterling-Rice Group right!

Not Your Mother’s Brunch



Breakfast is frequently eaten on the run to fill nutritional needs, while brunch is a leisurely and often social occasion, usually filled with more decadent foods and beverages.

Burger bars are surprising new venues for brunch. A far cry from traditional brunch patrons, burger bar diners may drink mimosas but are more likely watching football and downing egg-topped burgers than choosing pastries. Brunch places and menu items are showing up across the country:

- **Slater’s 50/50 (California)** –Slater’s 50/50 Breakfast Sandwich: patty of chorizo & ground bacon, topped with Cheddar, two sunny-side-up eggs and thick bacon between two deep-fried waffles.
- **PYT (Philadelphia)**–Pancake Sliders: 3 baby sandwiches of peppered bacon, scrambled eggs and Cheddar between mini maple cinnamon pancakes, with maple syrup.
- **Brick House Tavern + Tap (nationwide)** –Meatloaf & Eggs: prosciutto-wrapped meatloaf layered between two over easy eggs, served with mushroom sauce and crispy potatoes.

Rolling Merrily Along

Emergent Research forecasts food trucks will generate 3-4% of total U.S. restaurant revenue. That’s about \$2.7 billion by 2017, more than 4 times 2012 figures.

And those numbers won’t be based only on independents. According to the National Restaurant Association, about 26% of QSR chains are interested in the potential of food trucks. Perhaps more unexpectedly, 19% of fast casual restaurants say they are very/somewhat likely to launch one in the next year or two, and 38% in the casual segment expect food trucks to make a bigger showing in that segment as well.

Some successful ideas on the road today:

- **Bacon Bacon (San Francisco)** sells the Almost Veggie Breakfast Sandwich, combining scrambled eggs with sautéed broccoli rabe, roasted red pepper, bacon and melted provolone on toasted brioche.
- **Breakfast Burritos Anonymous (Houston)** offers build-your-own burritos and tacos; scrambled eggs can be augmented with choices of cheeses, meats, veggies and sauces.
- **Crepes Bonaparte (Orange County, CA)** makes the Wake-Me-Up Breakfast crêpe, with fresh eggs, mozzarella and pesto.

- **The Eastman Egg Company (Chicago)** serves The Scoundrel, a pretzel roll spread with spiced honey mustard and filled with eggs, smoked turkey, wilted spinach and white Cheddar.



Completing the Circle



If there's any lingering doubt about the importance of breakfast in Limited Service Restaurants (LSR), the proliferation in coffee programs will dispel it.

Consumers have become more particular about the coffee they drink and a good quality coffee will bring guests back again and again. According to 2013 Technomic data, 64% of consumers feel the quality of coffee is just as important as the food when choosing where to purchase breakfast. It has become accepted that a higher quality coffee program is not only critical to a successful breakfast menu, but key to boosting transactions, checks and loyalty during the morning hours.

A complete coffee program differentiates the brand and offers items guests want but are getting elsewhere. For chains serving breakfast the strategy is simple:

- Take a feature that's doing well (breakfast)
- Identify unmet needs (good coffee)
- Create a complete package
- Eliminate the need to go to competitors

For LSRs, adding a distinctive coffee program to a thriving breakfast business is a perfect strategy. Consider the programs offered by these chains:

- McDonald's McCafé
- Burger King Smooth Roasters
- Subway's Seattle's Best
- Taco Bell Seattle's Best

So many places to get a good cup of Joe, why not grab a sandwich while you're at it?

Incredible Breakfast Trends

Breakfast trends change rapidly as market influencers help define new forms and flavors. Current trends information helps you create breakfast dishes fresh and sometimes edgy yet always appealing. The American Egg Board tracks and analyzes the data to tell you what's hot and what's next for breakfast creations with quarterly, "Incredible Breakfast Trends." Find out more at www.AEB.org/BreakfastTrends

Chain News

Caribou Coffee and **Bruegger's Bagels** opened two co-branded stores in Minnesota in November, the first of co-branded stores planned nationwide.

Dunkin' Donuts added a spicy smoked sausage, egg and American cheese English muffin sandwich in honor of National Sandwich Day on 11/3/2013

Chipotle is testing coffee at a unit in Washington, D.C., increasing speculation the chain is considering expanding its breakfast service.



Subway launched its Fiery Footlong collection in November featuring Creamy Sriracha Sauce. The sauce can be added to any sub, including breakfast sandwiches.



Steak 'n Shake launched a Sausage, Double Egg 'N Cheese Bowl in late 2013, replacing the hash browns of the original item with double the eggs.

Perkins' Steak & Mushroom Flip, part of the new Great Steakout Menu,

is a large potato pancake filled with grilled steak tips, baby portabella mushrooms, scrambled eggs and sharp American cheese, topped with sour cream.

Data Digest

• Restaurant breakfast sales were predicted to reach \$47 billion by year's end in 2013, up 5% from 2012.¹

• Only 15% of those surveyed buy breakfast from food trucks, but 59% of those purchases are breakfast sandwiches.²

• For the 2nd year in a row, ethnic breakfasts were named a top trend in the 2014 NRA/ACF annual survey.³

• The number of breakfast entrées menued by Top 500 fast-casual chains rose 8.8% from Q3 of 2012 to Q3 of 2013.⁴

• The number of breakfast sandwiches offered at leading fast-casual chains climbed 19.5% between Q3 of 2012 to Q3 of 2013.⁴

• 53% of food truck users say cleanliness is most important in choosing a truck; only 20% say it's the cuisine type.²



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

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SOURCES

1. Packaged Facts - *Foodservice Breakfast Trends in the U.S., Second Edition, 2013*
2. Mintel - *Food Trucks* - September 2013
3. National Restaurant Association - *What's Hot in 2014*
4. Technomic - *MenuMonitor*