



Full Circle



Breakfast sandwiches sell because they deliciously fit our morning need for portability. But now we hear rumbles about breakfast bowls – doesn't that fly in the face of logic?

Americans popularized the idea of placing entire hot breakfasts inside tidy packages,

but much of the world eats theirs – often on-the-go – out of a bowl. From southern cooking and familiar Latin flavors, to increasingly popular Asian cuisines, breakfast bowls are invading morning menus. And with the success of oatmeal on QSR breakfast menus, why not fill similar cups with items like a:

- Chiliaquiles Bowl – eggs, tortilla strips, beans, cheese & salsa
- Spicy Egg Bowl – scrambled eggs, green onion, kimchee and/or Sriracha
- Savory Oatmeal – topped with egg, bacon crumbles & mustard sauce

They'd fit right in with existing breakfast bowls:

American Egg Board

- **Power Breakfast Egg White Bowl** – two eggs topped with roasted turkey, avocado and tomatoes (Panera Bread)
- **Breakfast Burrito Bowl** – scrambled eggs, chorizo, avocado, jack cheese, tomatoes & chipotle mayo (Rockit Bar and Grill, Chicago)
- **Three to-go Breakfast Bowls** – all include grits, egg & cheese with choice of bacon, sausage or shrimp (Flying Biscuit Cafés)
- **Chinese Breakfast Bowl** – caramelized pork shoulder, fried eggs, chili paste & ginger on jasmine rice (Ploow, San Francisco)

With guests always looking for something different, why not go bowl-ing for business?

Food for Thought

Keeping guests intrigued requires creativity and lots of trend awareness. The American Egg Board stays on top of breakfast trends, providing you intel on emerging and evolving trends through a variety of vehicles: blogs, tweets, Breakfast Beat and now, a deeper dive with our new **Incredible Breakfast Trends**.

We've created mini-studies to offer a grounding in trends that readers may not yet have identified, and existing trends that seem to be morphing toward something different.

Our first three ***Incredible Breakfast Trends*** focus on:

- **Breakfast food trucks:** Today's successful food truck operation could soon move into a building on your block – you need to know what they do.
- **Asian-influences in the morning.** Even Subway is using Sriracha sauce in the morning. Find out more about this emerging trend.
- **The continuing impact of Latin on breakfast.** From Tex-Mex, to Mexican,

to Peruvian, Cuban and Oaxacan, Latin cuisine is a moving target. Where is it today?

Go to bit.ly/LidG5V to read these first three mini-studies.



Spotlight: Jodi Hortze



Chef Jodi Hortze, a.k.a. "The Griddle Lady" owns and operates The Griddle Café, the popular breakfast spot in Hollywood. Named by LA Weekly in 2013 as

the best breakfast place in Los Angeles, the café is packed with celebrities, tourists and locals until it closes at 4 p.m.

The café serves items as diverse as **Peanut**

Bubba Crunchy French Toast, dipped in a peanut butter crunch, and **Chicago Charlie's Scramble**, which combines eggs with Italian sausage, bacon, potato, Mozzarella, peppers, onions, garlic and basil. One of the most enduringly popular dishes, **Poached y Papas Benedict**, serves the eggs on a bed of potato skins instead of an English muffin. Says the chef, "I like English muffins but in benedicts they always seem too soggy to me. But the potato skins – MMMMM!"

Items are upscale and fanciful, with pancakes, French toast and egg specialties including ingredients ranging from Bailey's Irish Cream to garlic, from caramel to shrimp, from espresso to chocolate chips. Guests have often called Hortze's operation the Disneyland of breakfast, which is apt praise indeed, as she says making people happy with her food is one of her greatest joys. And what's a happier place than Disneyland?

Who Knew?



This pronouncement came in January from Restaurant.com: **The #1 trend in 2014 for American eateries will be eggs, and not only in the morning.**

“Overall, 2014 really will be the year of the egg,” stated Christopher Krohn, president and CEO of Restaurant.com, the largest restaurant dining deals website.

The organization reviewed thousands of menu items from more than 15,000 operations to prepare its 2014 trend predictions. The item that kept rising to the top? Eggs.

Mr. Krohn expects to see “an explosion of egg dishes in 2014.” Although breakfast is a given, he anticipates significantly more eggs

on lunch and dinner menus as well.

And the dishes won't be only traditional egg salads or quiche, but also egg-topped salads, burgers, pizza and pastas.

The breakfast-for-dinner trend is expected to continue to grow, as will availability of ethnic egg specialties such as Huevos Rancheros. Eggs have a lot going for them. They appeal as a comfort food, are also extremely versatile and fit into a wide variety of cuisines. But you knew that.

Chain News

- Jack in the Box - **Egg White & Turkey Breakfast Sandwich**, with egg whites, grilled turkey, sliced tomato and American cheese served on a classic bun.
- 7-Eleven - **Egg White Breakfast Sandwich** - NEW 180-calorie Egg White Breakfast Sandwich on a whole wheat English muffin with Cheddar cheese and Canadian bacon.
- Dunkin' Donuts - **Sliced Turkey Breakfast Sandwich** toasted multigrain flatbread folded around three slices of turkey, reduced fat Cheddar cheese and pepper egg whites.

First quarter LTOs:

- Sonic's **Salsa Verde Toaster Sandwich** and **Salsa Verde Breakfast Burrito** both include bacon, eggs, salsa verde, onions and melted American cheese, with the Burrito adding Cheddar cheese and Tots inside its warm flour tortilla.
- Eat N' Park's **Italian Breakfast Club** is made with scrambled eggs, thinly-sliced locally-sourced Parma Brand Capicola, tomatoes and Pepper Jack cheese on grilled sourdough.

- IHOP's **Bacon & White Cheddar Melt** layers a bacon, fresh spinach & green onion omelette, with melted White Cheddar and fire-roasted tomato spread on grilled artisan sourdough.
- Bruegger's Bagels' **The Big Easy** includes eggs, andouille sausage, Sriracha mustard and green peppers.



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

Data Digest

- Breakfast sandwiches grew 12% at coffee houses and donut shops between Q3 2010 and Q3 2013.¹
- Per NPD, 2013 fast casual visits were up 8% over 2012, and sales were up 10%.²
- Breakfast sandwiches served at full service operations were up 12% between 2102 and 2013.³
- Egg whites are now served in 9.9% of all foodservice operations, which is an increase of 39.4% over the past four years.⁴
- 63% of consumers believe skipping breakfast is unhealthy.⁵
- We value convenience in the morning: Americans spend an average of only 12 minutes eating breakfast.⁵



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SOURCES

1. Mintel, *Coffee Houses and Donut Shops*, December 2013
2. The NPD Group/CRESTSM, YE November 2013
3. Technomic, *The Breakfast Consumer Trend Report*
4. Datassential, *MenuTrends*
5. The NPD Group's *Eating Patterns in America*, 2013