

BREAKFAST BEAT

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incredible!



American Egg Board

A.M. Eats: Chicago



Every city has its own unique dining scene, perhaps even a dining personality. In this edition of Breakfast Beat the focus is on Chicago with breakfast creativity in the spotlight. Some tasty examples:

- **Burrito Suizo** is made with braised beef, sunnyside egg, smoked Gouda, tomato crema and jardinière sauce in a buckwheat crêpe. (JAM Restaurant)
- **Pork Belly Sandwich** adds curry mayo, pickled veggies and a fried egg. (bellyQ)
- **P.S. I Love You** tops smoked pork shoulder, fried egg and goat cheese with mango chimichurri salsa on a pretzel roll. (Jake Melnick's Corner Tap)
- **Lemon Crab & Shrimp Cake Benedict** layers sautéed garlic spinach, crème fraiche, two crab and shrimp cakes, poached eggs and lemon hollandaise. (m.henry)

- **Corned Beef and Cabbage Omelet** (on St. Paddy's Day) is topped with chipotle giardiniera. (Nana)
- **Caramelized Onion Frittata** with bacon, blue cheese and balsamic. (Bakin' & Eggs)
- **Popover with Chicken & Sweet Potato Hash** is made with tomato, asparagus, mushrooms, poached eggs and mustard mousseline. (Pierrot Gourmet)

Chicago, also known as The Third Coast, can turn out food to rival anything on either of the other two.

Food for Thought

Understanding the changing needs of consumer groups can have a major effect on your business. American Egg Board stays on top of consumer dining habits, providing information you can use on emerging and evolving trends. In addition to our tweets, blogs and Breakfast Beat, we take a deeper dive with our **Incredible Breakfast Trends**.

The **Incredible Breakfast Trends** are mini-studies examining issues our readers may not yet have identified, and existing trends that seem to be morphing toward something different.

Our latest set of three related topics focus on:

- **Millennial diners.** Younger diners and chefs are redefining the way we eat, viewing the experience through different eyes. Find out what drives their interest.
- **Daypart blurring proteins.** We are eating more unexpected proteins in the morning as traditional dayparts continue to blur.
- **Creativity makes economic sense.** Increased telecommuting and a prolonged recession have had an effect on how and when we dine.

Go to AEB.org/BreakfastTrends to read these three mini-studies.



Eggs & Sustainable Farming

Many recent food-related surveys have confirmed the public's high interest in environmental sustainability. America's egg farmers have worked for decades to lessen their carbon footprint, and the results of a 2013 study found they are succeeding in doing just that.¹

Findings show that compared with 1960, 2010 egg production resulted in:

- 71% lower greenhouse gas emissions

- 32% less water use
- 31% lower energy use

Among other actions, increased feed efficiency has led to less water and energy use all along the process, resulting in less polluting emissions. Using 1960 technology to produce the 2010 egg supply would have required 78 million more hens, 1.3 million more acres of corn and 1.8 million more acres of soybeans. Despite the growing

population and demand for eggs, America's egg farmers produced enough eggs to meet 2010 demand with only 18% more hens than in 1960, while leaving a smaller environmental footprint.

Egg farmers understand the importance of protecting the land, water and air for their communities and for future generations. After all, it's their planet too.

On the White Side



Menu penetration of egg whites continues to rise across all segments. Datassential found 32% more restaurants now offer egg whites than in 2009, with growth being strongest at QSR (+77%).²

Egg white breakfast sandwiches are not the stereotypically bland “diet food” of past decades. Creative operators add upscale ingredients, sauces and flavored breads to create craveable items. A few examples:

- Panera’s new **Egg White, Avocado & Spinach Breakfast Power Sandwich** adds Vermont cheddar and tomato on a sprouted grain bagel flat.
- The Au Bon Pain LTO, **Egg Whites w/ Sriracha, Bacon & Cheddar**, is offered on sweet bread to complement the savory flavors.

- First Watch’s **Power Wrap**, made with egg whites, turkey, spinach, house-roasted cremini mushrooms and Swiss, comes in a sun-dried tomato basil tortilla.
- Dunkin’ Donuts’ **Sliced Turkey Breakfast Sandwich** folds a toasted multigrain flatbread around peppered egg whites, three slices of turkey and reduced fat cheddar.

Recognizing consumers’ desire to customize, chains including McDonald’s, Jack in the Box and First Watch allow diners to substitute egg whites and whole eggs for each other at no additional cost.

Chain News

RECENT ACTIVITIES

- **McDonald’s:** Testing guacamole as a dip and sandwich topping in the Denver area.
- **Subway:** Partnering with Keurig to install its K-Cup systems nationwide to offer fresh coffee on demand.



- Applewood Bacon & Spinach Egg Panini with Swiss, Mozzarella & roasted tomato spread on grilled Ciabatta.
- Chile Verde Turkey-Sausage Egg Panini with Mozzarella, Cheddar and jalapeño salsa shmear served on grilled Ciabatta.

sauce of peppers, cilantro, garlic & roasted onions on a 12-grain bagel.

- **Bruegger’s (LTO):** Jalapeño Bacon & Egg Sandwich includes Cheddar with a sofrito



- **Starbucks:** Newest La Boulange egg breakfast sandwich varieties are the Vegetable and Fontiogo, including spinach, sundried tomatoes and caramelized onions; Slow-Roasted Ham & Swiss; Egg & Cheddar; and Reduced-Fat Turkey Bacon.



RECENT NEW ITEMS

- **Einstein Bros (LTOs):**



Incredibly Inspirational Brunch

Brunch never goes out of style. Eggs help elevate and inspire menus from traditional comfort classics to innovative dishes that make a bold culinary statement. Find

incredibly inspiring and amazingly delicious brunch recipes created and served by chefs from around the country. We’ve collected more than a dozen to share with you.

Download your copy of the “In the Mix” recipe booklet today at AEB.org/IntheMix.

By the Numbers

- Breakfast sandwiches remain the #1 item on QSR breakfast menus, with 4X more items than the #2 breakfast burritos.³
- Gourmet Benedicts are trending up, with pulled pork use increasing 300% and lobster up 72%.⁴
- Millennials, 27% of the US population, want to order what they want to eat, *when* they want to eat it.⁵
- 3 out of 4 users of coffee houses/donut shops visit during breakfast hours.⁶
- 52% of consumers cite a craving or being in the mood for a breakfast sandwich as a driver for their last purchase.⁷
- The number of QSR locations offering egg white breakfast items increased 13% between 2012 YE & 2013 YE.⁴

Don't miss a Beat! Time is running out and Breakfast Beat is going digital. Just two more printed issues left. Make sure to sign up at AEB.org/BreakfastBeat and keep all the eggciting news coming to your desk!



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



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SOURCES

1. Iowa State University’s Egg Industry Center, 2013
2. Datassential MenuTrends
3. Mintel, April 2014
4. Datassential MenuTrends, 2014

5. The Hartman Group
6. Mintel, Coffee Houses and Donut Shops, December 2013
7. Technomic, Sandwich Consumer Trend Report, 2014