



## American Egg Board

## New York A.M. Eats



New York may be the city that never sleeps but they demand the delights of breakfast as well. In this edition we sample the endless restaurant creativity helping to facilitate that:

- **Southern Fried Rice** with spicy sausage, pickles, poached egg and tomatillo. (Northern Spy Food Company)
- **So Good**, three slices of French toast layered with melting cheese, stuffed with poached eggs and served with maple syrup. (Shopsins)
- **Poached Eggs with Curried Lentils, Yogurt and Cilantro.** (The Breslin)
- **Pork Breakfast Roll, Egg, Cheese, Mustard, Hot Pepper.** (The Dutch)
- **Soft Boiled Eggs** with tuna, chickpeas, asparagus, beets and radish. (Brucie)

- **The Marty**, a short rib sandwich topped with a sunny side egg. (Fatta Cuckoo)
- **Avocado, Pancetta and Egg on Danish Pastry.** (Estela)
- **Sweet Corn Fritters** with tomato vinaigrette, arugula, fromage blanc and poached eggs. (Five Leaves)

And included in the long list of pizza to savor with the sunrise, **Pancetta Affumicata**, made with eggs, bacon, crème fraîche and caramelized onions at Pulino's, and the **Roy Rogers** with eggs, tomato, sharp Cheddar, prosciutto cotto, green pepper, onion and chili at Roberta's will start a day nicely.

## Pretty Bold

The number of people enjoying spicy foods has increased 17% since 2009.<sup>1</sup> Breakfast is a vibrant part of that trend and independents have outdone themselves adding it to the menu:

- The **Breakfast Banh Mi** (Jack Flaps, Cleveland) with Vietnamese sausage, breakfast kimchi, a fried egg, house-made hot sauce and cream cheese was named Restaurant Hospitality's 2014 Best Breakfast Sandwich in America.
- The **Donut Breakfast Sandwich** (The Gallows, Boston) adds caramelized onions,

American cheese, sunny side up egg and orange coriander breakfast sausage to a sriracha glazed donut, which contains an entire bottle of sriracha in its dough.

The trend has permeated chain restaurants as well:

- **Jalapeño Bacon & Egg Sandwich** with jalapeño bacon and a sofrito sauce including garlic and roasted onions. (Bruegger's Bagels)
- **Grande Sausage Breakfast Burrito** includes Sriracha sauce and fire-roasted salsa. (Jack in the Box)
- **Egg White, Sriracha, Bacon & Cheddar** breakfast sandwich. (Au Bon Pain LTO)

- **Chorizo, Egg & Sausage Biscuit** with spicy pepper jack cheese. (Carl's Jr.)
- **Chile Verde Turkey-Sausage Egg Panini** with a jalapeño salsa smear. (Einstein Bros.)

Some like it hot and U.S. restaurants deliver.



## Creating Profits

2014 research shows 48% of consumers want more opportunities to customize QSR orders.<sup>2</sup> But how can that be managed in a segment driven by speed? Perhaps offering a better customer experience can decrease the need for speed, while increasing both customer satisfaction and operator profits.

Consider the midscale omelet model: a \$3 build-it-yourself omelet can become \$5.25 after adding mix-ins and toppings. The happy guest gets exactly what she wants and profits rise.

Now apply that to drive-thru foods. By their nature, breakfast sandwiches are already customized. Guests can order an egg/cheese/sausage biscuit or an

egg/cheese/bacon biscuit, so why can't they have an egg/cheese/sausage and bacon biscuit for an extra charge? Or double the sausage, have extra cheese or make a vegetarian happy with two egg patties. Add-ons can bump up profits on something you're already selling.

**Customization: it's not just for pizza anymore.**

# Food for Thought

Staying on top of consumer attitudes and food trends is a never ending task for everyone involved in foodservice. American Egg Board makes it a priority to identify and monitor trends, offering you information and insights on a wide variety of issues that impact our industry. To augment the information we bring you through regular blogs, tweets and Breakfast Beat, Incredible Breakfast Trends takes a deeper look at topics we think you'll find good food for thought.

Our latest set of related topics focuses on:

- **Updated Classics:** The popularity of classic breakfast foods being revised with new and unexpected ingredients.
- **Why Comfort Food?** Comfort food is in. The ultimate comfort food, eggs, is partnering with surprising foods and in all dayparts.
- **The Business of Comfort Food:** Chains are jumping into breakfast or expanding the hours of availability. Why? What's the big deal?

Go to [AEB.org/BreakfastTrends](http://AEB.org/BreakfastTrends) to read these three mini-studies.



## Chain News



**Jack in the Box** launched new Chipotle-sized Breakfast Burritos, including The Meat Lovers, made with scrambled eggs, melted Cheddar and pepper jack, sausage, ham and bacon.



**Bruegger's Bagels** added burgers to its corporate store menus, including the Barnyard Burger topped with a fried egg, Cheddar cheese and secret sauce, served on an Asiago Parmesan bagel and available system wide by early 2015.



**Denny's** partnered with Atari to create mobile

apps based on classic Atari video games. The three games all have breakfast food themes, starring bacon, pancakes and both fried and bouncing eggs.



**Taco Bell** rolled out three new Grilled Breakfast Burritos. All with scrambled eggs, the Bacon version includes warm nacho cheese sauce, the Sausage one is served with syrup, and the Fiesta Potato has pico de gallo and nacho cheese sauce.



**Starbucks' La Boulange** has added a B.E.L.T., a bacon, egg, lettuce, tomato and aioli on Ciabatta at its new L.A. location.

## 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](http://AEB.org/InTheMix).

## By the Numbers

- Breakfast burrito menu mentions increased 12.7% between Q1 2013 and Q1 2014.<sup>3</sup>
- 67% of fast-casual patrons aged 18-34 visit a fast-casual restaurant for breakfast at least once a month vs. 44% of those over 35.<sup>4</sup>
- Breakfast is the loneliest daypart: 53% of meals are consumed alone.<sup>5</sup>
- 74% of QSR locations now offer breakfast.<sup>6</sup>
- 54% of Americans aged 18+ enjoy spicy food, up from 46% in 2009.<sup>1</sup>
- 35% of snacking occurs during the morning daypart.<sup>5</sup>



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### SOURCES

1. Technomic
2. Sullivan Higdon & Sink FoodThink, QSRs and America's Changing Tastes, 2014
3. Mintel's Menu Insights Database

4. Technomic, Future of LSR: Fast-Food & Fast-Casual Restaurants
5. The Hartman Group, Modern Eating 2013
6. Datassential, Keynote Report: Breakfast