Los Angeles, home to glamorous movie stars, shopping on Rodeo Drive and trips to Disneyland, also boasts a vibrant and creative culinary community. Examples of wonderful L.A. day-starters:

- **Warm Farro** is made with poached eggs, kale, radish, chili vinegar and feta cheese. (Milo & Olive)
- **Roasted Corn Pancake Cone** stuffs a house-made corn cake with potato rajas, scrambled eggs, guajillo salsa, crack bacon and honey. (Border Grill Truck)
- **Chicago Charlie’s Scramble** includes Italian sausage, bacon, potatoes, bell peppers, mozzarella, garlic, basil and onions, served with garlic bread. (Griddle Café)
- **The Money Maker** is made of lemon rosemary bread pudding and caramel cream sauce, topped with a fried egg. (C&M Café)
- **Wood-Oven Baked Eggs** come with cannellini beans, black leaf kale, tomato confit and black olives. (A.O.C. Wine Bar)
- **Green Eggs & Ham** combines eggs, prosciutto, pesto and arugula on a house-made English muffin. (Huckleberry Café & Bakery)

Spotting Hollywood celebrities and famous cartoon characters can be fun, but there's nothing more welcome in the morning than spotting a terrific new dish on the menu in your hands.

Several not-yet-mainstream cuisines dovetail nicely with trends seen in American operations today and may be ripe for exploring in the morning meal. A sampling:

- **Spicy** – Shakshuka (Israel and Tunisia) features eggs poached in a sauce of tomatoes, chili peppers and onions, often spiced with cumin.
- **Small Plates** – both Turkish and Swedish breakfasts are created from many small dishes of cold items including cheeses, hard-cooked eggs, cucumbers, tomatoes, meats and breads, while in Turkey cooks often add olives and peppers.
- **Vegetarian** – Ful Medames (Egypt) is a mixture of fava beans, chickpeas, garlic and lemon, usually served with eggs, tahini and veggies.
- **Food Trucks** – Arepas (Venezuela and Colombia) grilled, griddle-cooked or deep-fried corn cakes commonly filled with cheese or spiced and herbed scrambled eggs for breakfast.

Do they sound a little too foreign? Probably just like huevos rancheros, Sriracha on eggs and breakfast bánh mìs used to.

**Brunch, Everyone!**

Brunch, a more leisurely meal than traditional breakfast, is a particularly good place to showcase more interesting interpretations of old favorites. Elevating them or making them edgier with more exotic ingredients also allows easy intros of more transitional menu items like egg-topped burgers and pizzas. Some great brunch examples:

- **Croque Madame** – grilled asparagus, two eggs, black forest ham and mornay sauce over garlic baguette (Rustico, DC)
- **Fried Oyster Omelette** with remoulade sauce (Prune, NYC)
- **Crispy Pork & Egg Sandwich** – cinnamon dusted crispy pork confit, fried egg, tomato, spinach, bacon-tarragon aioli on a pretzel bun (Rockit Bar & Grill, Chicago)
- **Bread & Butter** – farm egg with nasturtium butter with sourdough bread (Central Provisions, Portland, ME)
- **Shrimp & Kimchi Fried Rice, Two Eggs, Grilled Pork Belly** (The Dutch, NYC)
- **Omelet** – asparagus, crab, smoked mozzarella, basil and lemon butter (Bonefish Grill, St. Louis Park, MN)

With creations like these, why wait for lunch?
Food for Thought

Brunch is the original daypart-blurring concept. Chains recognize it as an opportunity for both incremental sales and newsworthiness. Its association with the successful breakfast daypart is not the least of its charms, with the added draw of offering more decadent items.

But who needs brunch when a chain’s global breakfast items could serve the same purposes? Get creative, offer something exotic to the American palate and you’ve got yourself some news. An international chain like McDonald’s could pop a selection of its global menu items onto the domestic menu and buzz would ensue:

- **Massive McMuffin** (New Zealand): Two sausage patties, bacon, egg, cheese and ketchup on an English Muffin.
- **Egg LT Bagel** (Canada): Egg, sliced tomato and lettuce, topped with mayonnaise-based sauce, served on a bagel.
- **McMorning** (Croatia): Pork patties, potato fritters with onions, two slices of bacon, melted Cheddar, tomato, lettuce and a special sauce. (Adding an egg would be nice.)
- **Tsukimi Burger** (Japan): Beef, smoked bacon, tomato sauce and egg on a sesame-seed bun.
- **Breakfast Roll** (Ireland): Sausage, bacon and egg topped with brown sauce in a crispy roll.

All are ideas proven to bring home the sales.

Chain News

**Carl’s Jr.** and **Hardee’s** launched a Double Loaded Omelet Biscuit made with two omelets of crumbled sausage, diced ham, chopped bacon and shredded Jack and Cheddar, topped with American cheese.

**Taco Bell**, in addition to the new California and Country A.M. Crunchwraps, continues to test new breakfast items: taco-shaped biscuits filled with bacon or sausage with egg and cheese; crispy chicken with country gravy; and crispy chicken with honey.

**First Watch**’s Harvest Hash served two eggs atop a hash of sweet potatoes, turkey sausage, roasted zucchini, cremini mushrooms and shallots, topped with hollandaise and herbs. (Sept-Nov LTO)

**Perkins** has launched the Sunrise Burger topped with a fried egg and American cheese on a brioche bun with lettuce, tomato, onion and pickles.

**Bruegger’s** is offering the Pastrami, Egg & Swiss served on a pumpernickel bagel as an LTO.

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

Only **10%** of us observe a traditional meal sequence, while **6%** of us conduct all-day grazing.¹

**35%** of consumers say they want to order breakfast items outside of regular breakfast hours.²

Breakfast/brunch is now available at **49%** of restaurant locations nationwide.³

**14%** of consumers would like to see more restaurants offer non-meat breakfast proteins.⁴

Eggs are served at **91.2%** of all restaurants offering handheld breakfast items.⁵

**28%** of consumers say on-the-go options at breakfast restaurants are important.⁶

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**American Egg Board**

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

**SOURCES**

1. The Hartman Group, 2013
3. Food Genius, 2014
5. Datassential, 2014
6. Mintel, October 2013