



American Egg Board

A.M. Eats: Portland, OR

In 2012 *Travel + Leisure* magazine ranked Portland's food and bar scene #5 in the nation. Despite that, mentioning Portland cuisine often conjures up only images of quirky coffee shops with sustainably-produced coffees and teas. The reality is Portlanders have a keen appreciation for locally produced meats and produce, and are enthusiastic about eclectic cuisines. The following breakfast examples prove *Travel + Leisure* right:

- **Cast Iron Frittata:** fava beans, asparagus, buttered leeks, Castelvetrano olives and fontina cheese (Tasty n Sons)
- **Förlorade Ägg:** two eggs on a bed of sliced ham and spinach, baked under a Parmesan-panko crust (Café Broder)
- **Veggie Pesto:** eggs scrambled with mushrooms, roasted garlic, seasonal greens, onion and roasted sweet potato scramble topped with fresh basil pesto and cream cheese (Tin Shed)
- **Braised Duck Leg Bowl:** mushrooms, poached eggs, potatoes and chives (Roost)
- **Smoked Soft Scrambled Egg Nachos:** refried red beans, tomatillo salsa, grilled avocado (Irving Street Kitchen)

- **Milanesa de Pollo:** breaded chicken, roasted asparagus, sunny eggs, sauce gribiche, potatoes (Accanto Bar & Cucina)



Coming at Ya!



As breakfast competition continues to grow and new ways to use meat, cheese and eggs

near their limit, how can Limited Service Restaurants (LSRs) differentiate themselves? New ways are being explored, like Panera's removal of artificial colors and preservatives, or chains offering payment via cell phone. But an emerging batch of tests and other limited operations now herald an even more aggressive upping of the ante: delivery. Foods like pizza have always been available for delivery but those items have traditionally been afternoon/evening meals. Opening it up to include breakfast could be a game

changer for morning sales. The delivery of breakfast means not getting dressed, no makeup and not even getting out of bed except to pick up food from the doorstep — attractions for many. McDonald's is the newest chain in test, but Burger King, Starbucks, Chipotle and Panera are all at some point in testing the concept, and Taco Bell is in the planning stages.

Could there be a breakfast sandwich coming to your door soon?

Most Important Snack of the Day

Still arguably the most important meal of the day for both consumers and operator sales, hectic lifestyles have changed the way we approach the morning daypart. The former a.m. meal is turning into a series of mini meals for most people — meaning we snack our way into the day.

That shift offers operators a renewed opportunity to serve the hungry masses. Although breakfast is largely a home-based meal, breakfasts away from home have been

trending up. According to NPD, the per capita number of morning takeout meals is now three and a half times the number it was in 1984. And much of that is in the form of breakfast sandwiches, which have risen in popularity due to the ease of eating on the go. Snacking, in other words.

Millennials tend toward a snacking lifestyle, and according to Datassential's exhaustive Breakfast Keynote Report, Millennials show that tendency particularly in the when, where



and how of breakfast. Making portable and craveable items like breakfast sandwiches and bagels available throughout the day may be the best way to provide a most important snack, several times each day.

The Taste of BFY

To make a craveable BFY breakfast, just ask a chef. These three have found different ways to eat healthfully and well.



Recipe by Anthony Strong | Photo by Paul Delmont

Lena Kwak — The onetime research and development chef for The French Laundry says she likes simple lunch-like morning meals. One of her favorites combines a bowl of farro with coarsely chopped and sautéed greens like kale, topped with a sunny-side up egg.

Jacques Torres — A Master Pastry Chef who's known as "Mr. Chocolate" makes good use of a microwave by both poaching an egg and wilting fresh spinach in it. After making a

bed of the spinach, he lays the soft egg over it, tops it with cocoa nibs and adds a sprinkling of salt.

Anthony Strong (recipe featured on left) — The chef at San Francisco's Locanda likes a breakfast including lots of fruits and veggies. He eats a piece of fruit as he scrambles eggs in butter, then builds a plate with eggs, lots of arugula, sauerkraut and avocado slices. Topping it all with olive oil and pepper, he finishes with a second piece of fruit.

Chain News



McDonald's

- Began testing two breakfast bowls, one with kale, in Southern California in May: the Chorizo & Egg, and Turkey Sausage & Egg White bowls.
- Started a test of all-day breakfast in San Diego in April.



Dunkin' Donuts' LTO, the Bacon Guacamole Flatbread Sandwich, was introduced in May with bacon, egg, cheddar and guacamole.



Bruegger's has added the Chorizo Jack Egg Sandwich with egg, pepper jack, chorizo and jalapeño cream cheese on a guajillo bagel, in selected markets.



White Castle's new Ultimate Jalapeño Breakfast Sliders include sausage or bacon topped with a fresh egg, jalapeño cheese, sliced jalapeños and chipotle mayo.



Quik Trip has added Breakfast Pizza made with sausage, bacon, scrambled eggs and melted cheddar jack cheese on a crisp crust.



Taco Bell's successful test of its flaky cheese-stuffed Quesalupa shell items will soon lead to a nationwide launch; TB is now testing breakfast versions in Toledo.



Au Bon Pain's new Asparagus & Tomato Egg White Frittata includes roasted asparagus and tomatoes in an egg white frittata, topped with fresh spinach on an Asiago bagel.

Beautiful Brunch

Brunch: an array of favorite comfort foods, the cooking and clean-up of which will be handled by someone else. What's not to love?

The restaurant reservation and reviewing site, OpenTable, recently announced its 2015 Top 100 Best Brunch Restaurants in America, based on more than 5 million restaurant reviews for 20,000+ restaurants in all 50 states and D.C.

The winning restaurants serve gourmet items like **Rabbit Rushing**, fried Mississippi rabbit made with creamed collards, eggs over easy and pickled pork jus at Brennan's in New Orleans, but items as simple as the **Saddlebags** at Irish Whiskey Public House in Washington, D.C., also



make the list. Created with three bacon and sausage stuffed buttermilk pancakes topped with two fried eggs, it includes all the typically American hot breakfast items assembled with a twist. To see if your favorite place made in onto OpenTable's list, go to <http://www.opentable.com/m/best-brunch-restaurants-in-america>.

Data Digest

Breakfast sales continue to rise with the current \$50B expected to reach **\$60B** by 2019.¹

33% of consumers say having healthy menu options is important in deciding where to eat breakfast.²

7 in 10 consumers say they want restaurants to serve breakfast all day.³

QSRs account for **52%** of locations serving breakfast.⁴

QSRs see **83%** of all morning-meal traffic.⁵

Frittata menu penetration rose **38%** between 2010 and 2014.⁴



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SOURCES

1. Mintel, Restaurant Breakfast Trends, 2015
2. Datassential's Breakfast Keynote Report, 2014

3. NRA 2015 Industry Forecast
4. Datassential MenuTrends

5. The NPD Group