A.M. Eats: Atlanta

Atlanta has a thing for food. It's not only home to the largest drive-in restaurant in the world, The Varsity, but also showcases its love of peaches with more than 70 different street names including “Peachtree.” Atlanta breakfasts are similarly beloved, with all the variety you’d expect from a great city and all the charm of the South.

- **The Eggroll:** scrambled eggs, shiitake mushrooms, green onion, aged cheddar and Asian ketchup (Rosebud)
- **Corner Café Fried Green Tomato Eggs Benedict:** with whole grain mustard hollandaise, bacon and salt & pepper potatoes (Corner Café)
- **Smoked Hash:** crispy pastrami, potatoes, cabbage, peppers, caramelized onions and sunny eggs (The General Muir)
- **Rustic Italian:** grilled rosemary garlic bread, melted mozzarella, sautéed mushrooms, spinach, tomatoes, onions, red peppers, two over-medium eggs, marinara sauce and shredded cheddar (Highland Bakery)
- **Southern Breakfast All Day:** three eggs, creamed grits, pimento cheese, spicy collards, Patak bacon and cornbread (Bantam & Biddy)
- **Burritos de Huevos:** scrambled eggs, fresh basil, red peppers & cheddar wrapped in spinach tortilla, topped with spicy black beans, homemade chipotle salsa and sour cream (Radial Café)

Salute to Machine Shed

“Machine Shed” may seem like an odd name for a restaurant, but the operation’s constitution clears up any confusion. “Dedicated to the American Farmer” keeps them focused on food, family and farming, and repeated recognition by representatives of the farming industry proves the feeling is mutual. In the nearly 40 years since the first location opened, they’ve received many honors from processor and industry groups. Perhaps the most telling ones have come from the travel and foodservice industries: Travel Channel’s Food Paradise named them one of their 7 picks for Best Breakfast in America, while Nation’s Restaurant News chose them as one of its Top 50 Multi-Concept Growth Companies.

Full disclosure, American Egg Board loves them because they love eggs. And apparently, so do their guests. In fact, their menus offer to add an extra egg to any breakfast entrée when they hear, “I love eggs,” which drives Machine Shed through a total of 800,000 eggs each year. And we think that’s just, well, Incredible!

Egg Burgers Move Ahead

Egg-topped burgers are no longer the curiosity they once were, having become quite at home on menus from QSR to fine dining. What is notable is the number of creative egg-topped burgers popping up as limited-time offers.

A sampling from the second quarter shows a proliferation of egg-enriched family and casual dining LTOs, including ones from Denny’s, Bakers Square, Hard Rock Café and Shoney’s.

The Thing Burger from Denny’s wins for the most intriguing name, and includes a cooked-to-order egg, hash browns, cheddar, bacon and “Thing” sauce. Hard Rock Café ran two internationally influenced LTOs, the Andean Burger with avocado slices, a fried egg, melted cheddar, garlic mayo, lettuce and vine-ripened tomato; and the Aussie Burger, topped with caramelized onions, bacon, cheddar, fried egg, beetroot, lettuce and tomato. The morning cheeseburger LTOs from both Shoney’s and Bakers Square continued the daypart-blurring of egg-burgers for breakfast.

As LTOs turn into permanent additions, egg-crowned burgers will no longer be news. And we think that’s good news.
An A.M. BEC

Breakfast sandwiches are everywhere because people love them. All-day breakfast is becoming more common because people love that too. Now a new restaurant, BEC, combines the two by focusing primarily on breakfast sandwiches, all day long.

The restaurant’s name is shorthand for the iconic breakfast sandwich of bacon, egg and cheese, which the New York Times recently called “a hero among sandwiches.” Offering 10 egg-based breakfast sandwiches, BEC adds ingredients like pickled jalapeños, olive tapenade and feta. The Farmhouse adds crispy pancetta, ricotta, honey, baby spinach and fig jam, while a Roadhouse includes pork sausage, sharp cheddar, avocado, slaw and BBQ sauce. BEC sandwiches are so common in NYC that many people don’t know the name of the place where they get their morning nosh because it’s frequently a food cart. If BEC (the restaurant) is on the right track, the salami and walnut pesto in their BEC (the sandwich) might just change that.

Data Digest

Eggs are ubiquitous at foodservice, with menuing reaching 92.6% of all locations.¹

Fast-casual sales grew at a rate of 13% in 2014, more than three times the 3.8% growth rate of the industry overall.²

Scrambled is by far the desired egg preparation in breakfast sandwiches, with 48% of people choosing it vs. 24% preferring them over-easy.³

Huevos Rancheros are catching on at QSR, with penetration reaching 16.3%.¹

Annual egg servings at restaurants rose by 300M between 2009 and 2014.⁴

Restaurant locations featuring chilaquiles have risen 20.3% since 2010.¹

Chain News

Bruegger’s: Back Bay Egg Sandwich piles a fresh egg with bacon, Swiss, tomato and pickled red onion, inside a poppy seed bagel spread with smoked salmon cream cheese.

Carl’s Jr./Hardee’s: offered a Grilled Pork Chop Biscuit with Egg & Cheese on their Made From Scratch Biscuit.

Denny’s: made its Fantastic Four Cheese Omelette with three eggs, Cheddar, Swiss, Mozzarella and Parmesan cheeses, fresh spinach, diced bacon, onions and mushrooms tossed in sun-dried tomatoes and herbs, topping it with diced tomatoes.

McDonald’s: is testing a Bacon & White Cheddar McMuffin with fresh egg, slice of white Cheddar and applewood-smoked bacon on a toasted English muffin at select Chicago locations.

Shoney’s: Sunrise Cheeseburger was topped with American cheese, hickory-smoked bacon and a fried egg, with shredded lettuce, tomatoes, red onions, pickles and mayonnaise on toasted brioche.

Follow us: @Eggs4FoodServ

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

American Egg Board

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

SOURCES
1. Datassential MenuTrends
2. Technomic
3. Lightspeed GMI/Mintel
4. NPD/CREST®