A classic Minnesota joke pokes fun at local traditional German-Scandinavian cuisine by having regional alter egos, Ole and Lena, stating they find ketchup too tangy. As today’s Minneapolis restaurant breakfasts include shakshuka, housemade chorizo and harissa, someone is going to have to write a new punch line. Here’s a sampling:

- **Ecuadorian Baked Eggs**: with mole-spiced black beans, queso fresco, white cheddar, avocado crème, salsa verde, llapangacho (potato cake) and choice of tortillas (The Mill Northeast)
- **Toad In a Hole**: sandwich with egg, bacon and cheddar; sides of corn cakes and piquillo pepper sauce (Sun Street Breads)
- **Walleye Benedict**: walleye & shrimp cakes, poached eggs, house-made hollandaise and dill (Longfellow Grill)
- **Savory Waffle**: kale/quinqua/feta waffle, pineapple-pear chutney, lemon rosemary butter, bacon lardons, sunny-side egg, sunflower seeds and maple syrup (Birchwood Café)
- **Eiffel Tower**: two sausage patties stacked between three buttermilk pancakes, topped with an over-easy egg (Bon Vie)
- **Lucia’s Breakfast Panini**: peppers, onions, ham, cheese, eggs and red pepper spread (Lucia’s)

Both Andrew Freeman and Baum+Whiteman predict vegetables will be front and center this year. The NRA’s 2016 “What’s Hot” survey of American Culinary Federation chefs agrees, finding locally sourced veggies to be the No. 3 hottest trend. Vegetables are seasonal items, leading to menu changes and excitement. They’re attractive to health conscious diners, locavores and flexitarians. And vegetable-forward operations serving complex veggie entrées are the culinary darlings of those concerned with sustainability.

**The perfect complement for veggies?**
Eggs. Eggs add protein to vegetable dishes, create well-balanced meals for vegetarians and add indulgence to grain dishes. At BEC in NYC, guests order ciabatta rolls with two eggs, roasted sweet potato, grilled zucchini, eggplant, red onion, Swiss chard and a goat cheese spread. In L.A., at Sqirl, soft eggs crown salads of market greens, chicories, shaved root vegetables and avocado. And in Minneapolis, the Birchwood Cafe serves a scramble containing beets, pickled radish, roasted fennel, thyme and garlic chevre mousse. Nothing wrong with steak & eggs, but veggies & eggs has a nice ring too.

The path toward all-day breakfast service was inevitable. Technomic found 54 percent of consumers – up from 48 percent in 2013 – enjoy eating breakfast items beyond morning hours.¹ NRA research shows 72 percent of adults want restaurants to serve breakfast throughout the day, and for Millennials that number climbs to 77 percent.²

All-day breakfast has become a point of interest for many researchers. Data from a 2014 Datassential study showed 32 percent of consumers who eat breakfast foods for lunch have that meal away from home. That’s a sizable market looking for breakfast foods beyond the morning daypart and offers an opportunity for attracting an underserved market.

Countless independents and chains including Dunkin’ Donuts, Sonic, Jack in the Box, IHOP and Denny’s have served all-day breakfast for decades. More recently, McDonald’s, White Castle and Golden Corral have joined in. McDonald’s alone added more than 14,000 U.S. locations to satisfy guests across the country.

**What are you waiting for?**
Cause For Celebration

As reports have shown, Steve Easterbrook has more to celebrate than just his first anniversary as McDonald’s CEO. Same-store sales showed a 5.7 percent increase in the fourth quarter of 2015, coinciding with the first three months of the chain’s all-day breakfast (ADB). Looks like a winner.

Responding to years-long demand from customers, the chain expanded breakfast hours in October, making nine items available all day. The iconic Egg McMuffin is standard with most markets offering other muffin sandwiches, while others serve biscuit-based ones. Additions to the lineup are in test.

Easterbrook has said ADB brings in customers who would have otherwise eaten elsewhere. Customers are also adding breakfast and lunch items together during the later dayparts, increasing sales and check size. “We’ve regained market share we’ve given up in recent years,” he stated in January.

The result: all-day breakfast is the acknowledged hero of the fourth quarter sales increase.

Listening to your customers is good business. All-day breakfast has been good for McDonald’s and good for happier customers.

Because who doesn’t like breakfast – anywhere, anytime?

Data Digest

45% of those aged 18-34 would eat at a restaurant they don’t normally visit, if it offered breakfast items beyond the morning hours.¹

Breakfast or brunch is now menued at 46% of all casual restaurants, up 17% in the past four years.³

The fastest growing toppings on LSR breakfast sandwiches are spinach and mushrooms, up 25% and 17%, respectively, since 2013.¹

At restaurants that serve breakfast, the percent of breakfast items that are hot sandwiches grew 9% between 2011 and 2015.⁴

Mexican dishes, which tend to contain eggs, are the fastest-growing FSR breakfast entrée, up 23% since 2013.¹

37% of survey respondents said they ate traditional breakfast foods for lunch or dinner more than once per month; 29% said they did so more than once per week.⁵

Chain News

McDonald’s:

• Began testing the addition of biscuit sandwiches and the bacon, egg and cheese McGriddle to its all-day breakfast menu in Tulsa (January).
• The chain’s mobile coupon app, launched in September, garnered seven million downloads in its first three months.

Manhattan Bagel launch: French Toast Egg Sandwich made with a fresh egg, bacon, cheddar and maple cream cheese on a French Toast bagel.

California Pizza Kitchen launch: Sunny-Side-Up Bacon & Potato Pizza with shaved fingerling potatoes, applewood-smoked bacon, caramelized leeks, Parmesan, mozzarella and black pepper topped with two sunny-side-up eggs.

Bruegger’s Bagels LTO: Breakfast Brisket, a spice-rubbed, smoked brisket with egg, Muenster, pickled onions and horseradish sauce on an everything bagel.

First Watch LTO: Smoked Salmon Benedict with red onion, tomato and two poached eggs on toasted ciabatta.

Burger King launch: Supreme Breakfast Sandwich, two side-by-side stacks of fluffy eggs, sausage patty, bacon and American cheese on the hoagie bun used for its “Extra Long” sandwiches (late February).

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

American Egg Board

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Sources

2. National Restaurant Association’s 2016 Industry Forecast
5. Instantly, June 2015 poll of 10,000 adults