Evolution of ‘healthy’ breakfast

No single definition—leaves room for individual interpretation

Park Ridge, IL (April 21, 2016) — A decade or two ago, just eating breakfast was considered healthy. Everyone knew, “breakfast was the most important meal of the day,” because their mother told them—simple as that. Fast forward. Today attitudes toward what constitutes a ‘healthy’ breakfast have evolved. More than ever, consumers are aware of the link between the food they eat and their health.

The latest installment of Incredible Breakfast Trends from the American Egg Board examines how American consumers define a healthy breakfast and what it looks like on breakfast menus around the country. Here’s an overview of the articles:

Consumers define ‘healthy’ breakfast
There’s no single way to have a ‘healthy breakfast,’ so American consumers use a wide variety of personal parameters. For some, ‘healthy’ food must be high in fiber, meatless, organic or gluten-free. Others use food as a pharmacy, seeking items rich in protein, iron or calcium. Locavores view foods grown nearby as being healthier. Still others demand only non-GMO, antibiotic-free or sustainably-raised foods on their plate.

Dishing up healthy consumer trends
Recognizing ‘fresh’ and ‘clean’ are not fads but growing trends, the industry is moving toward simpler foods, cleaner labels and fresh, rather than overly processed. Consumers equate fresh with healthy. Although the industry formerly merely deleted things like fat, it is now replacing suspect ingredients with more natural ones. This leads to simpler, less complicated ingredient lists. The sweet spot in the morning is the convergence of consumers’ desire for convenience, clean nutrition and social responsibility.

East meets West
The New York vs. California breakfast story might be considered a tale of opposites. But is it? According to Technomic, California consumers ordered healthy options 41 percent of the time when eating out, not significantly more often than the Northeast consumers’ 37 percent. This small gap remains when drilling down into segments. As for those dining at fast casual outlets in California, we see a 46 percent order rate, with 41 percent in the Northeast. So perhaps East and West are not so far apart in their eating habits after all.
“Food manufacturers often use eggs in a supporting role in formulations as a functional ingredient for emulsification, binding, browning or their many other useful characteristics,” says Elisa Maloberti, American Egg Board, director of egg product marketing. “But in healthy breakfast applications, eggs are ideal as a central player. Eggs are delicious, naturally nutritious, protein rich, satiating and a simple, well-accepted ingredient on a clean label.”

For more on these Incredible Breakfast trends go to www.AEB.org/BkfstTrends

To request an interview or photos, please contact Kitty Kevin at 815-398-6860 or kkevin@quietlightcom.com

**About REAL Egg ingredients**
Available in liquid, frozen or dried forms, as whole eggs, yolks, whites or tailored to meet preparation or processing specifications, there’s a REAL Egg ingredient to suit any requirement. For more information about including REAL Eggs in product formulations or to find a supplier of REAL Egg ingredients, visit the American Egg Board’s website at www.aeb.org.

**About the American Egg Board**
Through the American Egg Board (AEB), U.S. egg producers come together, in accordance with statutory authority, to establish, finance and execute coordinated programs, on research, education and promotion—all geared to drive demand for eggs and egg products. The Board consists of 18 members and 18 alternates from all regions of the country, nominated by the egg industry, and appointed by the U.S. Secretary of Agriculture. AEB and all program activities are funded by U.S. egg producers, subject to USDA approval. AEB is located in Park Ridge, Ill. Visit www.IncredibleEgg.org and www.AEB.org for more information.