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Multicultural cuisine spices up breakfast items
*Culinary melting pot simmers into ‘New American’ cuisine*

Park Ridge, IL (Aug 21, 2016) — As a nation of immigrants, the U.S. is often referred to as a melting pot. It’s meant as a reference to the multitude of cultures that migrated here, but it could just as easily reflect the stew of cuisines. In the latest installment of Incredible Breakfast Trends, the American Egg Board explores the many global flavors influencing today’s breakfast foods and describes how they blended and morphed into what is being called, ‘New American’ cuisine. Here’s a taste:

*A culinary melting pot*
One thing that binds Americans is an appreciation for a myriad of cuisines. Gone are the days of 1950s sitcom mothers sailing through kitchen doors with platters of pot roast and potatoes. They’re far more likely to have pizza, tacos or stir-fry on their dinner plates. This change from the 20th century ideal of meat and potatoes dinners crept up on them. It began with the bohemian idea of pizza for a special dinner treat and evolved into eating huevos rancheros for breakfast...MORE

*The Hispanic connection*
There’s never been a larger or more influential minority than today’s Hispanic Americans. According to the U.S. Census Bureau, the U.S. Hispanic population numbered 55.3 million in 2014. That’s 17.3 percent of the total population, making it the largest ethnic demographic group in the U.S. People whose families arrived here from Mexico make up the largest component of those figures, at 64 percent, or more than 35 million people. Pew Research Center data shows, as of 2014 the average age among the Mexican demographic was 26, so this group will only continue to rise in terms of buying power... MORE

*A perfect culinary storm*
There would be little argument with the statement, "Americans really like their food." But it may be more appropriate to say they really like *everyone’s* food. They embrace it, often adjust it, and then make it their own. Foreign cuisines have become a national obsession. The flavor industry tells us to look for increased heat and bold flavors from Indonesian Sambal, Korean gochujang, and African harissa paste and peri-peri sauce. Some also expect
the improving relationship with Cuba to increase interest in green olive, guava and sofrito...MORE

“Flavor trends in breakfast foods continue to evolve,” says Elisa Maloberti, American Egg Board, director of egg product marketing. “While Mexican-inspired fare is well-represented in grocery aisles, there is definitely room for growth beyond those flavors. Mediterranean and Asian flavors could easily be adapted into a breakfast sandwich or bowl. And of course, eggs add protein and are a great flavor addition to both.”

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 the American Egg Board (AEB)
Through 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. AEB and all program activities are funded by U.S. egg producers, subject to USDA approval. Visit www.aeb.org for more information.