

incredible!

BREAKFAST BEAT



Taking it to the Streets

Old fashioned roach coaches, move over. The new food truck is here to stay.

There are many reasons why food trucks are popular with both operators and patrons. Startup costs are a fraction of those required for a restaurant. A food truck can quickly test new ideas or change location, and exudes what's-new-today excitement.

For patrons, food trucks often serve organic or locally grown foods — right on-trend. Menus tend to be creative and change frequently, offering gourmet foods and cross-cultural cuisines. And a food truck transaction is more personal and connecting.

Today's food trucks often focus on a food type or mealtime, with a significant surge in those recognizing the potential in breakfast. Here are some examples of ones satisfying egg lovers:

- **Bacon Bacon** (San Francisco) – The Belly combines pork belly, fried egg, arugula and caper aioli.



- **The Eastman Egg Company** (Chicago) – The Eastman features egg, ham and Muenster cheese, with cucumber and sweet chili sauce.
- **Egg Slut** (Los Angeles) – The Fairfax is made with chive and gray salt-dusted scrambled eggs, caramelized onions and Cheddar on brioche, spread with sriracha mayo.

All great ways to roll into a day!

Breakfast, Olé!

Mexican flavors have become major competition for America's long-time ethnic favorite, Italian cuisine. But there's no question about which one is tops at restaurants in the morning — it's Mexican, hands down.

Perhaps the most telling sign that Americans love Mexican breakfasts is the number of south-of-the-border inspired restaurant chains that serve it. Breakfast burritos and quesadillas draw Americans of every ethnic heritage, and Taco Bueno, Del Taco and Taco Cabana all offer



complete breakfast menus to fill that desire. Breakfast burritos, quesadillas, tacos and platters commonly include combinations

of scrambled eggs, cheeses and sausage, bacon or chorizo with a red sauce. Less frequent but not unusual, are brisket, carne asada, barbacoa, refried beans and pico de gallo.

With Taco Bell planning a nationwide "First Meal" rollout next year, the field will offer some completely new items. Although testing will continue, current plans include a waffle taco with eggs, sausage and syrup packet; the grilled A.M. Crunchwrap made with scrambled eggs, bacon or sausage, crispy hash browns and melted cheese inside a flour tortilla; and MTN Dew Kickstart, a blend of Mountain Dew and orange juice.

Omelets Produce Eggs

America's Egg Farmers and Denny's teamed up during the week of 9/9 - 9/15 to help fight childhood hunger. For every "Build Your Own Omelette" purchased from Denny's new limited time menu, America's Egg Farmers are donating one egg to a Share Our Strength's No Kid Hungry® food distribution partner. Sales numbers were not finalized at press time, but the donation is expected to approach 500,000 eggs.

Egg farmers have participated in many promotions over the years, often through an egg industry initiative called The Good Egg Project. As part of this program, America's egg farmers have donated more than 48 million eggs to local food banks since 2009.

Denny's
America's diner is always open.
HELP END CHILDHOOD HUNGER. EACH OMELETTE PURCHASED = 1 EGG FOR CHARITY. SEPT 9-15

A.M. Tacos Take NY



The breakfast burrito has become a common sight on U.S. menus. From Bar Louie to Soup Plantation, and Burger King to Village Inn, breakfast burritos are everywhere. And now the breakfast taco is beginning to make its own waves.

In NYC the morning taco is definitely gaining traction. The item, a distinctly Tex-Mex creation that often includes potatoes or cactus, attracts fans around the clock.

NYC breakfast taco places in the news:

- **Whirlybird** tacos are made of scrambled eggs, Oaxaca cheese, chorizo and a hot stewed salsa of peppers and tomatoes, then topped with cilantro and crumbled jalapeño potato chips.
- **Tacombi at Fonda Nolita's** a.m. tacos are served all day and include one with eggs, chorizo, potatoes and chile de árbol salsa, and another of eggs, poblano pepper and nopales cactus.
- **Güeros Brooklyn** offers breakfast on weekends until 4 p.m. including its Migas Taco of fried strips of corn tortilla scrambled with egg, tomato, jalapeño and Cheddar.
- **Zirzamin** serves Breakfast Tacos of scrambled egg, pepper Jack, potatoes and bacon or sausage, with pico de gallo & verde sauce.

Handheld - check. Customizable - check. Is this the next breakfast trend?

Notable News

Chick-fil-A ran “Breakfast On Us” to encourage new guests to try the chain for breakfast. Guests made reservations between 9/9 and 9/14 for a free breakfast entrée, including items like the Chicken, Egg & Cheese Bagel, and Bacon, Egg & Cheese Biscuit.

Five Guys Burgers & Fries has added breakfast at a few Boston and D.C. locations. Sandwiches include Egg; Egg & Cheese; Bacon & Egg; and Bacon, Egg & Cheese.

Intros/LTOs

- **Cracker Barrel** (new) - Egg & Cheese Sliders made with eggs, Colby, lite-mayo and sliced tomatoes on whole wheat flatbread toast, served with fresh fruit (460 calories)
- **Roy Rogers** (LTO) - Chorizo Breakfast Wrap of scrambled eggs, chorizo, Monterey Jack and pico de gallo in a warm flour tortilla
- **Cantina Laredo** (new) - Torta de Carnitas, a Griddle baked sandwich with slow-roasted pork, fried egg, apricot spread and goat cheese
- **Au Bon Pain** (LTO) - Roasted Vegetables, Cheddar & Egg White Frittata with Cheddar and basil pesto on a skinny wheat bagel
- **Perkins** (LTO) - Roasted Vegetable and Egg Stack with oven-roasted savory medley of 5 veggies, topped with 2 eggs and hollandaise sauce



Data Digest

- Foodservice breakfast sales are expected to grow 22.1% by 2017, reaching \$34.4 billion.¹
- Hot breakfast sandwich sales are up 12% since 2008 at QSR serving breakfast.²
- Breakfast burrito menu incidence grew 25% at fast casual between Q1 2010 and Q1 2013.¹
- Hot breakfast sandwiches are menued at 62% of QSR serving breakfast.²
- Menuing of eggs on U.S. menus grew 6.1% between Q1 2010 and Q1 2013.¹
- There was a 22% increase of eggs served at QSR between 2006 and 2012.³



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American Egg Board

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SOURCES

1. Mintel, June 2013
2. Datassential, 2013
3. The NPD Group/CREST®, YE November 2012