

Consumer Trends: The Latest Breakfast Trends

PARK RIDGE, Ill. (American Egg Board) — Everyone knows breakfast is the most important meal of the day. It just might also be the most versatile, according to the latest breakfast trend information from the American Egg Board. Each quarter the American Egg Board will issue Incredible Breakfast Trend updates by taking the pulse of the breakfast market, searching out and spotlighting creativity and innovation from around the country.

The first Incredible Breakfast Trend of 2014 is Breakfast Influencers, which keys in on three influences inspiring culinary excellence in the morning meal:

Food Trucks on a Roll

There's no stopping food trucks, which represent a \$1 billion industry that's growing rapidly (IBISWorld). Creativity rolls out of portable kitchens. Eggs are particularly well suited to top the unique, edgy varieties of hand-held sandwiches, wraps and burritos these food trucks serve, while catering to the portability heavily favored by Millennials. (Mintel, 2013 Food Trucks, U.S.) From pretzel rolls to brioche buns or cornmeal waffles, a variety of breads and upscale gourmet ingredients and condiments partner with fried, poached or scrambled eggs—raising the bar for food manufacturers to create new SKUs for the frozen or shelf-stable aisle that demonstrate the same level of versatility and ingenuity.

Latin Flair Spices up Morning Fare

Although sales of Hispanic foods and beverages in the U.S. totaled \$8 billion in 2012, only a portion of this can be attributed to the growing Hispanic population. Americans as a whole have embraced Latin food. Salsa now outsells ketchup. Tortillas beat out hamburger and hotdog buns, and breakfast burritos and chorizo sausage regularly cozy up to eggs and chilies for zesty breakfast offerings.

Asian Influence Rising

More than one country in the East is influencing the breakfast segment and unlike Latin zest, Asian influence can take on a spicy persona via condiments such as sriracha, or a more lightly seasoned or fruity persona via mango or green tea. With scores of cuisines to choose from, fusion and blends are popular providing a dish more Asian-inspired than authentic.

“The basic ingredients in breakfast foods provide the perfect canvas for food formulators to pile on the personality and introduce cultural flair that spices up or transforms the ultimate comfort meal,” says Chef Walter Zuromski, CEC, CCE. “Eggs in particular can take on almost any ethnic identity with the addition of the right spice or sauce or by using different preparation methods,” he continues, “and you’ll find eggs in almost every culture, so it is a widely accepted, authentic global

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ingredient.”

More details about these Breakfast Influencers are online at www.aeb.org/food-manufacturers/incredible-breakfast-trends [1]

About Incredible Edible Eggs

Available in liquid, frozen or dried forms, as whole eggs, yolks, whites or tailored to meet preparation or processing specifications, there’s an egg ingredient to suit any requirement. For more information about including eggs in foodservice recipes or to find a supplier of egg ingredients, visit American Egg Board’s website at www.aeb.org [2].

About the American Egg Board

American Egg Board (AEB) is the U.S. egg producers’ communications link to food processors. AEB works to educate manufacturers and developers of new food products about the functionality and nutritional benefits of eggs. To assist food formulators, AEB develops resource materials and makes egg product experts available to answer technical questions. Visit www.aeb.org [3] for more information, formulation tips and assistance and functional egg background.

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