

TRENDS

TO KNOW

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BROUGHT TO YOU BY

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THE TREND

There's a reason egg bites are commonly found at coffee, fast food, and convenience store chains – they're highly portable and easy to eat on the go. They're also versatile and can serve as a blank canvas for a wide range of flavors and ingredients. While cheese is typically included in egg bites, there's no reason to stick with just one type of cheese. Get creative and capitalize on a variety of cheeses: while cheddar and Monterey Jack are common, they could be swapped for options like Gouda or Gruyere. For a trendy, plant-forward spin, there are veggie versions of egg bites filled with kale, peppers, spinach, and/or broccoli, and operators could even go a step further by leveraging a vegan egg alternative for the base of the dish and swap the traditional dairy cheese for a plant-based version.

BITE INTO
EGG BITES

DAIRY REPORT

Convenience-forward egg bites can be a vehicle for leveraging nearly any number and variety of cheeses: think everything from Monterey Jack to Gouda to Gruyere to cheddar. To make egg bites even fluffier and soft, they're also commonly blended with other dairy products like yogurt (which has a health halo), cream cheese, or cottage cheese. For a trend-forward twist, vegan cheese could also be swapped in (it's the top-trending cheese in Datassential MenuTrends, having grown 217% on menus over the past 4 years).

MENU INSPIRATION

BACON & GRUYERE EGG BITES

Starbucks | Seattle, WA (HQ)
Applewood-smoked bacon and aged Gruyere and Monterey Jack cheeses folded into cage-free eggs and cooked sous vide.

BACON & THREE CHEESE EGG BITES

PJ's Coffee of New Orleans | Mandeville, LA (HQ)
Farm-fresh eggs mixed with bacon, butter, and a flavorful combination of cottage cheese, Monterey Jack, and cheddar.

VEGGIE EGG BITES

Circle House Coffee | Fort Lauderdale, FL
Egg white, spinach, peppers, onions, and cheddar cheese.

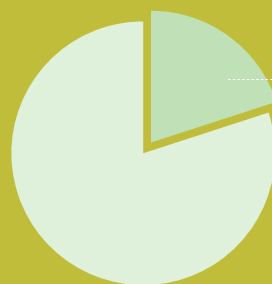
EGG BITES

Grounds & Vine | Kannapolis, NC
Choice of two sous vide egg bites: sausage and cheddar, ham and Swiss, or veggie and Gruyere with egg white.

3 CHEESE AND VEGETABLE EGG BITES

CC's Coffee House
| Baton Rouge, LA (HQ)
Two egg bites made with farm-fresh egg whites, real butter, red peppers, onions, chives, and a three-cheese blend of cottage cheese, Monterey Jack, and Gouda.

DATA FILE



20%

OF CONSUMERS LOVE OR
LIKE
EGG BITES

Datassential Trend Watch: November 2022

TREND STAGE

PROLIFERATION



Egg bites are steadily proliferating and are now found on a variety of quick-service restaurants' breakfast menus, as well as at coffee chains. As such, they're well-positioned to serve as a vehicle for safe experimentation. Consider changing up the type of cheese featured in egg bites to add interest or lean into the plant-based eating trend, which is still going strong.

Egg bites not only can be carriers for nearly any type of ooey gooey cheese, they can also capitalize on the sous vide cooking trend (sous vide has grown 30% on menus over the past 4 years, according to Datassential MenuTrends). Additionally, operators can put a plant-based twist on egg bites by integrating health-forward produce and swapping the egg base and cheese for on-trend, vegan alternatives.

KEY TAKEAWAY