

TRENDS

TO KNOW

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BROUGHT TO YOU BY


Schreiber.

EGGSPLORE BREAKFAST & BRUNCH TRENDS



THE TREND

Nearly a quarter (24%) of consumers go to a restaurant for breakfast or brunch 1-2 times a month (Datassential's *Creative Concepts: Breakfast & Brunch Report*), and Datassential's *Breakfast Keynote Report* further reveals that 73% of consumers have breakfast daily. To add interest to this daypart, lean into social media-worthy and globally-inspired concepts. Some of the top-growing items on breakfast menus range from plant-based eggs (up 388% over the past 4 years, according to Datassential Menu Trends) to oat milk (up 362%) to the term "souffle" (up 140% and refers to both souffle eggs and Japanese souffle pancakes, the latter of which are fluffier than normal and have trended on social media). Look to souffle pancakes (pictured here) as an opportunity to showcase toppings like whipped cream or lean into souffle eggs as a blank canvas for any variety of cheeses.

DAIRY REPORT

Breakfast is a key opportunity for showcasing dairy in all its forms. To add interest to the daypart, capitalize on next-level, trend-forward applications for dairy. On the sweet side, for example, think mascarpone- or whipped cream-topped souffle pancakes; health-forward, customizable, yogurt-based breakfast bowls; or nostalgia-inducing cereal milk (which could be integrated into smoothies, cocktails, glazes, and more). On the savory side, look to creative takes on French toast featuring caramelized cheddar brioche, for example, as well as globally-inspired egg-based dishes like Turkish menemen or Japanese souffle eggs, both of which can be vehicles for cheeses like feta, cheddar, and more.

MENU INSPIRATION

MENEMEN

Zaytinya | Washington, D.C. (HQ)
Turkish-style scrambled eggs with tomato, feta cheese, and olive oil.

CHEDDAR CHEESE FRENCH TOAST

Hope Breakfast Bar | St. Paul, MN (HQ)
Caramelized cheddar brioche toast stacked high and served with tomato basil and cheese soup.

CONTINENTAL EGG SOUFFLE

Itoko | Chicago, IL
Fluffy egg, cheddar cheese, bacon, chives, and tomato jam.

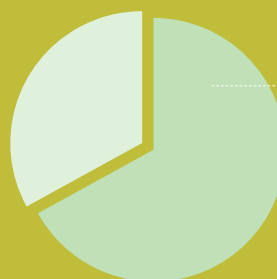
B.E.C. SANDWICH

Paperboy | Austin, TX
Smoked bacon, pimento cheese, jalapeno jam, and scrambled egg on a toasted bolillo roll.

LOVE YOU MATCHA SOUFFLE PANCAKES

Cici's Café | Tarzana, CA (HQ)
Green tea souffle pancakes, green tea mascarpone cheese, whipped cream, and crispy dark chocolate pearls.

DATA FILE



67%

OF CONSUMERS
WANT MORE EGG
OPTIONS OUTSIDE OF
THE BREAKFAST
DAYPART

Datassential's Creative Concepts: Breakfast & Brunch Report

TREND STAGE

UBIQUITY



Breakfast and brunch are Ubiquitous, but earlier-stage concepts could add interest to this daypart and draw consumers out of their homes. For example, while pancakes as a whole are in Ubiquity, Japanese souffle pancakes, which can be a platform for cheeses like mascarpone or whipped cream, are in Inception (36% of U.S. consumers are familiar with the concept, though, according to Datassential's Consumer Preferences platform) and could add social media-worthy flair to menus. Cereal milk (in Adoption on the MAC) also could be cross-utilized in everything from glazes to smoothies to cocktails for an on-trend nod to nostalgia.

Look to social media and trend-forward, earlier-stage concepts to help breakfast and brunch concepts stand out. Lean into globally-inspired offerings like Turkish menemen (which stars feta), Japanese souffle eggs (a blank canvas for a variety of cheeses), or souffle pancakes (a carrier for whipped cream or mascarpone). Also tap into nostalgia by cross-utilizing cereal milk in everything from cocktails to glazes to smoothies.

KEY TAKEAWAY