

Experts Reveal Top Egg Trends for 2013

Park Ridge, IL (Nov. 27, 2012) - The breakfast experts at the American Egg Board teamed up with trend authorities at NPD Group to compile the following list of top egg trends for 2013. In addition, leading health expert and well-known registered dietitian Kathleen Zelman predicts the role protein will play in healthy eating next year.

Protein Powerhouse

Protein at all meals, especially breakfast will be the power play of 2013. High-quality protein, found in foods like eggs, is the secret to staying fuller longer, helping people trim calories and their waist lines. In fact, several studies have shown that 25-30 grams of high-quality protein eaten at each meal may be best when it comes to maintaining healthy muscles and bones for adults. With breakfast still being the most important meal of the day, here's what a power-packed one could look like: one whole egg and egg white, a slice of Canadian bacon and low-fat cheese on an English muffin, fruit, tomato and non-fat milk - all for approximately 350 calories.

(Source: Kathleen Zelman)

Eggs on the Go

In 2013, expect to see increased growth in the restaurant breakfast category, with quick service restaurants (QSR) continuing to lead the way. QSR's have increased their share of breakfast overall over the past five years by 8%, and QSR egg breakfast menu items have increased by 20%. Today almost 85% of all breakfasts eaten away from home are consumed at QSRs, and that means that much of the breakfast innovation that is driving consumer eating habits is bubbling up from QSRs. Families are also starting to use QSRs as family sit down restaurants, so expect to see more platters, bowls and skillet dishes rising to the top of their menus.

(Source: The NPD Group/CREST®, year ending August 2012)

Fry It Up

As the QSR breakfast boom continues, expect more chains to add fried egg creations to keep customers satisfied with new and innovative breakfast menu items. Fried egg menu items increased 20% over the past year at chains like Dunkin' Donuts and 'wichcraft. Whether at QSR's or casual dining restaurants, plan to see upgraded quality and ingredients paired with eggs like avocados, mushrooms, flavored sausages, upscale cheeses (look at Panera Bread's sausage and gouda baked egg soufflés), as well as upgraded prep techniques like toasted breads and frying eggs.

(Source: Datassential Egg Menuing: Breakfast and Beyond Volume 9)

Keep On Trucking

Food truck menu offerings with eggs will be on the rise as more and more food trucks focus on breakfast as a way to break into the category without competing in the saturated lunch day part. To differentiate themselves, these trucks are not only changing the breakfast terrain, but driving innovation. From egg sandwiches on brioche and flatbreads to meat proteins like pork belly and pulled pork being paired with eggs, to crepes, indulgent pancakes (red velvet, maple bacon) and donuts, consumers love the culinary exploration, and so do restaurant chains, who often get their inspiration from these trucks.

(Source: Datassential Egg Menuing: Breakfast and Beyond Volume 9)

Going Global

Chefs and home cooks will continue to create innovative egg dishes using fresh vegetables, ethnic flavors and spices. In fact, Mexican-influenced preparation styles are on the rise at home, in restaurants and at QSRs. Case in point: the Chorizo and Egg Tortas from Celebrity Chef Rick Bayless' newest restaurant XOCO and Taco Bell's breakfast debut with the Grande Skillet Burrito and their AM Crunchwrap. Bruegger's Bagels has added a Santa Fe Sandwich with eggs, sausage and jalapeño cream cheese on a bagel.

(Source: Datassential Egg Menuing: Breakfast and Beyond Volume 9)

Oldies, But Goodies

While innovative egg preparations are taking over restaurants, we predict Americans are going to keep it old school at home when it comes to preparing eggs in 2013. According to Google Trends, hard-boiled eggs, deviled eggs and scrambled eggs are still among the top searched egg recipes on Google. (Google Trends - Search Term, "Eggs." October 12, 2012.)

For more egg information and recipes, visit www.IncredibleEgg.org.

About the American Egg Board (AEB)

AEB is the U.S. egg producer's link to the consumer in communicating the value of The incredible edible egg™ and is funded from a national legislative checkoff on all egg production from companies with greater than 75,000 layers, in the continental United States. The board consists of 18 members and 18 alternates from all regions of the country who are appointed by the Secretary of Agriculture. The AEB staff carries out the programs under the board direction. AEB is located in Park Ridge, Ill. Visit www.IncredibleEgg.org for more information.

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