



MIX

SPECIAL
ISSUE

FOOD | FLAVORS | IDEAS | WINTER 2011

Breakfast Issue: Tips, Trends & Recipes



Breakfast — The Big Opportunity

In times of limited growth, it pays to seek out every possible opportunity for building sales.

Let's face facts: Sales in many restaurant and lodging sectors have been lackluster over the last few years, and the recovery is proceeding slowly. That calls for a strategy that's more proactive than simply waiting it out.

The morning daypart shows great promise for sales growth. With lunch traffic flat and dinner visits showing a slight decline, breakfast is projected to continue to be a bright spot, according to the Chicago-based NPD Group.

The Sunny Side

Breakfast looks particularly good right now for a number of reasons:

- For patrons, the segment represents a less expensive alternative to other dining-out occasions
- It's universally popular and appealing for most diners (unlike late-night dining, for example)
- Breakfast is convenient and can be less time-consuming than lunch and dinner as a dining-out occasion
- Traditional breakfast foods are comforting and approachable—an attribute many customers appreciate during these unsettled times



Stouffer's [get recipe](#)
Potato and Egg Breakfast Strata featuring STOUFFER'S® Cheesy Hash Browns

Nutrition, Health & Wellness Tip:
Replace regular eggs with egg substitute or egg whites

Breakfast accounted for nearly 60% of the restaurant industry's traffic growth over the past five years

- NPD

All of these factors point to the continued appeal of breakfast for consumers. But operators like the segment, too, citing reasons as varied as low food costs and competitive advantages (see the sidebar on the next page for the complete lowdown).

Breakfast represents an effective way of building sales without adding seats or investing much in the way of inventory and labor. Customers are using breakfast as both a social occasion and a restaurant meal to enjoy with family, as well as a more time conscious and less expensive occasion for conducting business. In many cities, in fact, the "power breakfast" is actually staging a comeback.

Leisurely brunches, complete with chef-driven specialty menus and eye-opening cocktails, are also experiencing a resurgence. Brunch traffic grew 8% last year, according

to NPD, prompting *Time* magazine to devote a story to the rise of this niche meal. Operations as varied as Ruby Tuesday and The Stanhope Grille in Boston's upscale Back Bay Hotel have added brunch.

And speaking of hotels, many have been experiencing F&B-related share gains thanks to the growing popularity of complimentary breakfasts, which can range from straightforward Continental buffets to cooked-to-order selections that might cost \$10 to \$15 or more per person if purchased individually.

How to Succeed with Breakfast

Bacon and eggs, pancakes and baked goods will always represent the core of traditional breakfast menus, but operators have found that—as with other dayparts—the real key to a successful breakfast is offering something none of the competition does. And that means signature dishes.

Specialty omelets and egg dishes, unique breakfast sandwiches, distinctive brunch items, and other one-of-a-kind offerings will set your operation apart, creating a destination-breakfast program that can also support premium pricing and make the transition into other time periods as well.

According to Technomic, 46% of consumers surveyed wanted breakfast served all day at full-service restaurants, while 32% wanted it at limited-service venues. Companies like Denny's have recognized this opportunity with a robust selection of breakfast favorites at all hours and are earning up to 50% of sales from breakfast foods, as a result.

Breakfast is also an important segment for hotels, whether in room service—and not just in the mornings, but also at night when



tired travelers might want the comfort of breakfast—or in restaurants and catering/banquets, as part of the meetings trade.

A well-thought-out brunch program has turned many a hotel or resort into a destination for the local community, while free breakfast is being used as a value-added enticement to the lodging part of the business. Boutique hotels often include breakfast as part of the room rate, and chains like Embassy Suites are known for their complimentary cooked-to-order breakfast.

All the more reason why breakfast demands some creativity when it comes to recipe R&D. And that's where NESTLÉ PROFESSIONAL™ comes in. With a portfolio of brands and products ranging from CHEF-MATE® Corned Beef Hash and TRIO® Southern Gravy Mix to MINOR'S® Hollandaise Sauce and STOUFFER'S® Cheesy Hash Browns, NESTLÉ makes it easy to create high-impact breakfast specialties in short order.

The Operational Advantages of Breakfast

- Breakfast is great for food costs. Most core products—eggs, bread for toast, pancake-making supplies—are low in product cost, which offsets the lower menu price point of breakfast items
- The daypart represents an effective strategy for better product cross-utilization and lower costs. Those eggs and bread are already part of the inventory of most foodservice operations, along with onions, potatoes, butter, flour, cheese, bacon, ham, fruits, and vegetables
- Adding another daypart, such as breakfast, leverages other existing resources and costs, such as kitchen prep and storage space, real estate costs, and labor. Many operations already have a prep crew on hand in the morning. And because it usually consists of just one course, service requirements can also be lower
- Breakfast is a relatively easy meal to produce, in either an à la carte or made-in-advance setting (such as a buffet)
- Offering breakfast represents a true competitive advantage. For hotels, in particular, including breakfast in the price of a room is a particularly effective way to build occupancy rates and loyalty
- According to NPD, a good breakfast program also builds volume across the board: Patrons who come in for breakfast are also more likely to come for lunch and dinner, and to recommend their favorite breakfast place to others



Stouffer's [get recipe](#)
Dutch Style Apple Pancake featuring STOUFFER'S® Escalloped Apples

Nutrition, Health & Wellness Tip:
Substitute turkey bacon for the pork



Nestlé
HOT COCOA MIX
Offer specialty drinks at breakfast like NESTLÉ® HOT COCOA MIX

[get recipe](#) For all 10 recipes pictured here, visit NestleProfessional.com/Breakfast by 6/30/11 and download the Breakfast Over Easy collection

Trends in Breakfast



TRIO. Country Fried Steak featuring TRIO® Southern Country Gravy

Comfort foods, regional traditions and ethnic favorites rule—with some room for healthy alternatives too. Striking a balance between traditional and trendy is a relatively easy task. Use these ideas as starting points.

Regional Favorites

From New York-style lox and bagels to the South's ham and redeye gravy, regional favorites are showing up on menus everywhere, unrestricted by location or menu concept. These items also fit handily within your customers' appetite for comfort foods.

The South: biscuits and gravy; redeye gravy (made with the cooking fat from ham, deglazed with coffee); country fried steak; grits; buttermilk biscuits; cornbread and hoecakes; country ham; salmon croquettes

Cajun/Creole: eggs Sardou (poached eggs and hollandaise on a spinach-filled artichoke bottom); *pain perdu* (similar to French toast); beignets and callas (rice cakes dusted with powdered sugar and drizzled with syrup); grits and shrimp or grillades (a savory braised beef dish)



get recipe



Southern Style Benedict featuring MINOR'S® Hollandaise Sauce, as shown on the cover

New England/Northeast: corned beef hash; donuts; blueberry pancakes; Johnny cakes; cinnamon rolls; baked beans; scrapple; potato pancakes; hot chocolate

Southwest: huevos rancheros; breakfast burritos and tacos; *migas* (scrambled eggs with vegetables and bits of toasted tortillas); chicken fried steak; green chili omelets or casserole; chorizo

Ethnic Innovations

France has its croissants and café au lait. The Japanese have miso soup, steamed rice and dried seaweed. People everywhere love their breakfast traditions. Consider these international possibilities:

Mexico: Menudo (pork or tripe and hominy stew); *chilaquiles* (leftover tortillas with eggs and sauce); fresh fruit with lime; Mexican hot chocolate; *pan de yema* (a sweet, soft egg-yolk-based bread); beans; breakfast tacos, burritos, and enchiladas; *machaca con huevos* (marinated dried beef scrambled with eggs)



get recipe



Green Chili Beef Breakfast Burrito featuring CHEF-MATE® Creamed Sliced Beef

Italy: frittata; sweet cakes and cookies; eggs poached or baked in tomato sauce

France: traditional rolled omelet; crepes; *oeufs en meurette* (eggs poached in red wine); tartine (baguette spread with butter and jam or cheese); baked goods, including brioche and croissants of various types

Switzerland: roesti (a shredded potato pancake); muesli

Spain: tortilla Espagnole (a baked layered omelet made with potatoes); toast with olive oil and fresh tomato, ham, paté, or cured sausage; churros and chocolate

England and Ireland: a hearty meal of eggs, bacon and sausages, toast, broiled tomatoes and/or mushrooms, and beans; kedgeree (cooked fish or smoked haddock mixed with cooked rice, parsley, hard-boiled eggs, curry powder, butter, and cream); black or white pudding (two types of sausage)

FACT

The breakfast foodservice market is forecast to expand 13% by 2014
- Mintel Foodservice

Healthy Alternatives

Rising awareness of health-and-wellness issues has spurred many operators to menu healthier breakfast alternatives. Hotels, to please their health-conscious guests, have jumped on the trend, and restaurants can also benefit by catering to dieters and other nutrition-conscious diners.

- Menu Greek yogurt, farmer cheese, or granola and yogurt parfaits, incorporating healthy nuts and fresh and dried fruits
- Offer the alternative of turkey bacon, or ham for sausage or pork
- Make whole wheat and other whole grain breads available
- Offer oatmeal or a grain like quinoa with cinnamon, sugar, and milk during the colder months
- Prepare egg dishes with egg whites or egg substitute
- Use buckwheat and other whole grain flours in batter-based specialties

The Trend List

- Breakfast 24/7
- Ethnic & Regional Inspirations
- Destination Brunch
- Bed and Breakfast, Included
- Healthy Alternatives
- Morning Comfort Foods
- Social and Business Breakfasts



Creamy Egg Skillet featuring STOUTER'S® Creamed Chipped Beef

get recipe

Nutrition, Health & Wellness Tip: Serve with whole grain toast



10 Easy Ways to Add Signature Items

Breakfast items are fun and easy to turn into daily specials and signature favorites. Here is some inspiration.

- Create a special omelet, Benedict, or other egg dish of the day
- Offer a unique variety of toppings and fillings with pancakes, waffles, crepes, and French toast, both sweet (such as STOUTER'S® Escaloped Apples) and savory (CHEF-MATE® Country Sausage Gravy)
- Add value to home fries with à la carte additions: sautéed onions, peppers, mushrooms, bits of bacon or ham, and TRIO® cheese sauce
- Present your specialties in single-serve cooking vessels for more drama and premium appeal
- Menu a basket of specialty breads as an add-on or signature item
- Dress up oatmeal and other cereals with raisins, brown sugar, flaked coconut, toasted nuts, jams, and preserves
- Offer a European-style Continental breakfast of hard-boiled eggs, sliced cheeses, and cold and cured meats such as ham and mortadella
- Add smoked fish, such as salmon and whitefish, to bagel sandwiches, New York-style lox, scrambles, or as a premium smoked-fish sampler entrée
- Catch the breakfast sandwich trend with your own unique combination of breadstuff, eggs, meats and toppings
- For a variation on the brunch buffet, experiment with "tapas," small portions of items like baked single eggs, mini-omelets, or egg sandwiches that can be offered on trays or carts, like Chinese dim sum



Donut holes featuring BUTTERFINGER®, NESTLÉ CRUNCH® and WONKA® Nerds®

get recipe

For all 10 recipes pictured here, visit NestleProfessional.com/Breakfast by 6/30/11 and download the Breakfast Over Easy collection