

2021 Foodservice Trend Report



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Trends in the Right Direction

It's safe to say that few of us are upset about the idea of watching 2020 disappear in the rearview mirror. But, with the willingness and flexibility to adapt to new circumstances, 2021 can offer a light at the end of the tunnel.

The purpose of this report is to provide a map for the road ahead and to help you steer from survival mode to success. As your partners in foodservice, we can honestly say we are all in this together. We believe the foodservice industry is poised to begin a long, successful journey, fueled by creativity, determination, and resilience.

We've analyzed seven critical food trends that all tie back to the three benefit pillars that eggs have to offer for your menu: Versatility, Profitability, and Simplicity. As we move through these trends, you'll see all that eggs have to offer as you work towards recovery.



01 The Need For Speed

The pace of modern life continues to accelerate.

And while COVID-19 kept people locked down at home for weeks at a time, consumers still want what they want as fast as possible. One need look no further than Amazon Prime for proof.

Many consumers are still reluctant to return to dining rooms. Expect delivery, take out, and drive-through to continue to be key access points for consumers between patio seasons until the pandemic abates. Any operator who can't provide delicious food promptly may lose points with their customers.

Picking up the pace may require change and innovation on the operations side.

This could include curbside pick-up so customers don't have to leave their vehicles, dedicated pick-up lanes for digital orders made in advance, and even pick-up-only locations.

With speed of service remaining key, streamlining menus down to the easiest and most popular items can help shorten the time from receiving an order to having it placed in your customer's hands. Eggs can be cooked in a variety of ways in a matter of minutes. From whipping up an omelette to making a simple scramble, kitchen staff of any experience-level can prepare eggs, making them an ideal menu item when faced with a pared-down roster.

If prepared ahead of time, egg dishes last for days in the fridge. And don't forget all the forms in which eggs can be purchased to make your life easier: eggs bought pre-hard boiled or in liquid form offer time-friendly solutions.

A more efficient kitchen can help reduce your labour costs and make physical distancing less of a hindrance. Don't look at these measures as cutting corners—you're still providing your signature style and service, just a streamlined version of it.



02 Taking it to the Streets

Food trucks were noticeably absent in 2020.

No Food Truck Festivals, no lines of wildly decorated trucks outside stadiums, no office workers taking the elevator down to find their favourite vendor. You can capitalize on pent-up demand for fast, fun, creative food with an edge by embodying the spirit of food trucks on your menu.

Straight from the vibrant streets of Mexico come *antojitos*, which translates to “little cravings.” There are at least a dozen varieties of these small, savoury bites. They’re not only perfect for appetizer platters, but they’re also portable, freeing up consumers to walk and eat for a total food truck experience. Because they’re small and unfussy, they can be assembled quickly, and chefs will appreciate the creative freedom to add their own twist.

The versatility of eggs makes them the perfect protein topper, no matter if you’re making *chalupas* or *sopes*. Of course, you can add these trending bites to invigorate your breakfast menu. But they’re far from limited to the morning meal; *antojitos* cover every daypart with exciting, flavourful offerings that are ready to go in minutes.





03 Give Me a Boost

Anything perceived as supporting the immune system is a hot commodity.

One consumer trend that got a boost from COVID-19 is the quest for food with a function. Consumers want buzz-worthy ingredients that promise health benefits while delivering on flavour.

Think about how the presentation of a dish may influence your patrons' perception of its healthfulness. Try serving food in a skillet for a meal that comes across as home-cooked and wholesome. And leverage the meal-in-a-bowl, a hot trend in its own right that says "modern, fresh, and better for you."

Eggs provide protein that is important for supporting the immune system. Combining eggs (which already have a health halo in the minds of consumers) with vegetables, like mushrooms, sweet potatoes, and broccoli, allows you to leverage the plant-forward trend for your health-conscious consumer.

In many cases, you can source these ingredients locally for further savings and enhanced prestige—just be sure to share that tidbit with your customers. And don't forget healthy flavour-boosters like ginger, miso, and turmeric — names like these pop off a menu and drive purchase decisions. Just pair them with familiar foods such as eggs that consumers already love.

04 A Taste for Travel

One of the most obvious effects of the pandemic has been the near-total clampdown on international travel.

That means the urge to travel and sample the local delicacies is currently an unscratchable itch. But, you can convert would-be vacationers to customers by giving them a taste of what they're missing. Think of it as serving the world on a platter.

Since Canadians seem to favour sunshine destinations like Cuba and the Dominican, could you add a taste of the Caribbean to your menu? Fermented foods are trending, too, making kimchi an obvious choice. And a bit of real Southern US BBQ might take the edge off having a closed border.

With eggs a staple part of cuisines worldwide, it's a logical next step to use them in exciting, travel-inspired menu offerings. From colourful bibimbap topped with a fried egg to the ever-flavourful egg biryani, the versatility of including eggs in international cuisine is endless.



You'll generate goodwill among consumers if you're transparent about your green initiatives.

Food waste is a hot button issue for consumers at home, and they expect their favourite restaurants and brands to do their part.

Apart from the eco-value of reducing waste, there's also your bottom line to consider. Throwing out food is akin to throwing away money. Is there a way to turn your peelings into profits?

Eggs allow you to use up leftover vegetables that typically end up in bins (hopefully for composting!). For example, try using up beet greens left over from that Roasted Beet Salad on your starter menu into a Chef Special Frittata the next day. A classic Kitchen Sink Frittata is an appealing way to generate more revenue by decreasing food waste.

Reassessing your waste stream and diverting viable food into new dishes stretches your food budget. You're using what you've already paid for, and you've added the goodness of vegetables to more meals without any additional purchases.

To further cut down on food waste, don't underestimate the power of a long shelf life. Lean into long-lasting ingredients like canned vegetables, dried beans and whole grains. Eggs are a fresh food that last weeks in the fridge and even come naturally pre-portioned in their own shell.



05 Waste Not, Want Not

In extraordinary times we reach for the ordinary.

Comfort foods have the power to soothe the psyche like little else; there's a reason why so many Canadians took up baking in the early days of the pandemic. Now might be the time to add some old favourites to your menu or find ways to bring the classics you already serve into the spotlight.

Breakfast basics deliver the home-cooked experience that consumers are craving, and they aren't limited to the morning daypart. All-day breakfast has seen a recent surge in popularity, especially in the quick-serve category. Throughout the pandemic, sales for egg breakfast sandwiches have remained strong, offering consumers a familiar, convenient, and portable meal solution any time of the day.

Classic comfort foods such as burgers and pizza can be easily elevated by adding an egg on top. Not only does this 'add-an-egg-on-it' approach offer consumers an exciting boost of flavour and add fun to classic menu items, but it's also a quick menu upgrade you can leverage to increase revenue.

06 Comfort Me



A trendy solution to address the need for speed is sous vide cooking.

This French cooking technique makes meal prep easy, saving your staff time once the order is in. At that point, it's a simple matter to reheat, plate, garnish, and serve.

Sous vide cooking locks in flavour and keeps food healthy by foregoing the need for extra fat and oils, two factors that helped put it on both Restaurants Canada's and Sysco's trend radar. With 'small bites' also trending, this is the ideal way to pre-make your protein.

It's no wonder Starbucks has seen such success with their sous vide egg bites. As Eveline Chao-Rivera, Starbucks brand manager, describes, "Sous vide cooking offers an unbelievable texture to food unlike anything else. It makes eggs velvety and creamy, almost like you're eating something indulgent, but you're not."

This water bath cooking technique is also making a splash in home kitchens, so there's increased familiarity among consumers. Combine this with how well sous vide food travels, and you open up a creative opportunity for customers to order tomorrow's breakfast along with tonight's dinner for takeout or delivery. Solving a problem for your customer before they realize they have it is a sure route to repeat business.



07 Great Taste is in the Bag



In the rapidly-changing landscape of the foodservice industry, some things remain the same. Simple, convenient, versatile menu options are as important as ever. Leveraging all the potential eggs have to offer through trends and innovation is a big step in the right direction.



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