

# Just add eggs!

Power your restaurant's recovery with hot trends like global cuisine and food truck favourites. Here's how eggs can help you craft the dishes Canadians are hungering for.



## The challenge

Less space, fewer staff, nervous customers

## The solution

Eggs offer menu **versatility**, **profitability** and **simplicity**

## Versatility



## Profitability

Eggs are economical, long-lasting, and take up very little space in the fridge. Eggs are an easy way to add value to mains, sides and as an add-on topping.



economical



long-lasting



small space

## Simplicity

Tight margins mean everyone – and every ingredient – has to work harder. Eggs are easy to prepare, can be served any time of day, and can be prepped by staff of all skill levels.



egg tacos



salad



ramen



bento box

Crack into 2021's

# top food trends

Globally inspired cuisine is in demand. Canadians want unique dishes that feature international flavours, cooking techniques and traditions. Egg on your restaurant's recovery by serving the world on a platter – here's how to crack these trends.

## A taste for travel

With global travel brought to a near standstill for much of the pandemic, Canadians have a hunger for international cuisine. Tap into the appetites of would-be vacationers with menu offerings that tantalize their wanderlust. Look to on-trend destinations like Asia, the sunny Caribbean and the southern United States for your menu inspiration.



### Crack this trend:

Serve up travel-inspired dishes like Korean bibimbap, Mexican chalupas or Southern-style pulled pork sandwiches – all delicious topped with a fried egg! Or make eggs the star ingredient in Indian-style egg biryani or Middle Eastern/North African shakshuka.

## Take it to the streets

Like travel, food trucks have been mostly cancelled by the pandemic, thanks to a lack of festivals, sports matches and office workers on lunch breaks. There is a pent-up demand from customers for fast and fun food truck cuisine. Make their hunger your recipe for success, by incorporating food truck inspired dishes to your menu.



### Crack this trend:

Get stomachs rumbling with food truck dishes that are fast, takeout-friendly and fun, like egg-topped burgers, tacos and pizza. Or take a fusion approach with sushi burritos or chipsi mayai (a Tanzanian street-food also known as a French fry omelette)—yum!



### Try it!

Build an Asian noodle salad around rice or daikon noodles, fish sauce, rice vinegar and sesame seeds. Don't forget the hard boiled egg!

### Try it!

Elevate your burgers with Korean toppings like kimchi, oi muchim (spicy cucumber salad) and gochujang sauce. The finishing touch: a sunny-side-up egg!

### Try it!

Breakfast burritos really deliver when your customers want fast, economical and delicious anytime-of-day options.