

Eggs on the go

Boost sales with today's drive-through, take-out and delivery fave – eggs! Canadians crave comfort and convenience while on the go, so feed their hunger with nutritious, delicious and portable egg sandwiches, egg bites, protein boxes and more.



Try these 3 menu MVPs

Refresh your menu with these in-demand egg options:



Breakfast sandwiches

This anytime-of-day comfort food is Canada's most popular drive-through egg dish.

Protein boxes

With 6.5 grams of protein each, eggs bring the protein to any protein box. Customize these healthy meals with fruits, veggies, cheeses and nuts.

Egg-topped ramen

Asian-inspired dishes like ramen are a take-out and delivery fave for younger consumers. Offer a soft-boiled egg on top for an easy up-sell.

Eggs drive sales*

80% of eggs are ordered at quick-service restaurants



1/2 of all egg orders are via drive-through



1/3 of eggs are ordered via takeout



To-go is here to stay**

A significant portion of Canadians will continue to enjoy eggs on the go, even after the pandemic ends.



14%

of Canadians now prefer getting restaurant meals as takeout or delivery



26%

plan to order the same amount of takeout post-pandemic



20%

plan to order the same amount of delivery post-pandemic

*Ipsos FSM 12 month period ending March 2021

**Ipsos FSM 9 month period ending December 2020

Crack into 2021's

top food trends

Canadians love eggs on the go! Now's the perfect time to embrace two culinary trends that can help boost your sales: **sous-vide cooking** and **accelerated speed of service**. Both rely on innovation and creativity, which Canadian restaurant operators have in bushels. So, roll up your sleeves and get cracking! Here's how.

Great Taste is in the Bag

Sous vide cooking is a French technique where food is placed in a sealed pouch and gently cooked in a water bath, locking in flavour without the need for extra fat and oil. It's fast, neat and easy: you can pre-cook a large batch of items, then simply reheat and serve on demand. Looking for a speedier alternative? Purchase pre-made frozen egg bites that can simply be warmed and served.



Crack this trend:

Eggs are a sous vide superstar! Sous vide egg bites offer a rich and velvety texture and indulgent taste. They're also very tidy to pack and eat on the go. Experiment with fillings to tweak your egg bites seasonally.

The Need for Speed:

In 2021, speed and efficiency are key consumer expectations, especially when it comes to their hunger for a great meal. Delivery, drive-through and take-out will remain popular post-pandemic, driving demand for dishes that are tasty, well-packed and ready to go in record time.



Crack this trend:

Try streamlining your food-prep process. Did you know boiled eggs last one week in the fridge? Boil a large batch in advance, then quick-add them to dishes. Or, save even more time buying them pre-peeled and pre-hardboiled.



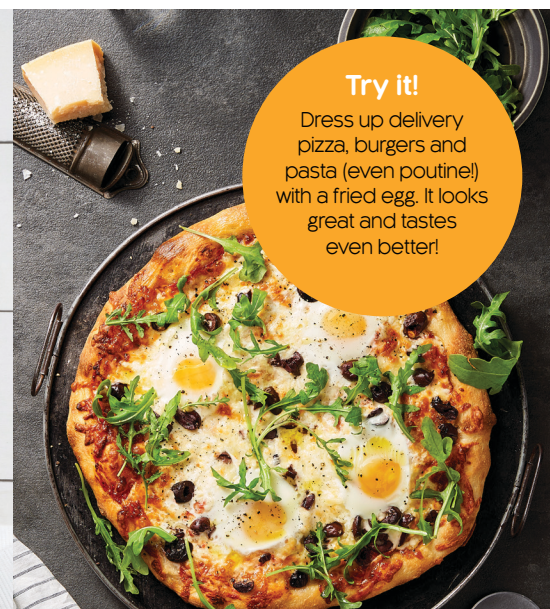
Try it!

Put your own spin on sous vide egg bites with ingredients like veggies, cheese, fresh herbs and sauces.



Try it!

Boiled eggs are a delicious way for diners to add extra protein to light meals like salad.



Try it!

Dress up delivery pizza, burgers and pasta (even poutine!) with a fried egg. It looks great and tastes even better!

To learn more visit foodservice.eggs.ca

