

2022 Foodservice Trend Report



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Change Remains the Only Constant

The word of the year for 2021 was “pivot.” And while we’ve all heard it before, the ability to remain agile to cope with changing conditions throughout 2022 will be essential for foodservice.

One thing we know for sure will remain true: eggs are a nutritious, versatile protein that add value to any restaurant menu.

The purpose of this report is to help you navigate your way through these challenging times by providing consumer trends and insights that are set to shape the restaurant industry in 2022. We’ve identified seven critical food trends, each connecting to our three pillars, the essential elements that make eggs part of the foundation for rebuilding and future-proofing your business: Versatility, Profitability, and Simplicity.

Egg Farmers of Canada is your partner in foodservice, offering industry-leading consumer insights, innovation, and marketing to help drive your restaurant recovery. The road ahead may not be straight or easy. But, we’ve already seen what we can accomplish when we band together for the common good. With a combined effort, we can forge ahead to better days to come.





01 The Need For Labour-Saving Solutions

A recent survey by Restaurants Canada revealed that eight in ten foodservice operators found it difficult to hire kitchen staff.

Labour costs will likely increase as foodservice competes for a smaller labour pool — you may already have seen firsthand how challenging it is to get the staff roster back to 100%.

Food inflation will continue to rise faster than previously seen. Menus will remain condensed to make the most of the ingredients on hand while also requiring as few preparation steps as possible. The winning recipe: shorter preparation time combined with more cost-effective ingredients.

Eggs should be at the top of your labour and cost-saving toolkit. Whether scrambled, fried or whipped into an omelette, eggs are a low-cost, high-margin food that can be prepared in a matter of minutes by kitchen staff of any skill level. Eggs are versatile enough to fit within different dishes at all dayparts, lending themselves to streamlined menus to help you cut costs. To reduce labour needs even further, buy eggs pre-shelled and pre-hard boiled and offer them as a high-margin protein add-on for your top menu items.

02 Comfort Food Levels Up

In extraordinary times (which these certainly are), we reach for the ordinary to make ourselves feel comforted, happy, and safe.

We revert to our childhood favourites, meals we associate with happy memories or dishes that connect us with our culture. While Comfort Foods were a big trend in 2021 across restaurants, we anticipate demand for comfort foods with an elevated twist as customers feel safer and look to balance the familiar with something “new.”

What might that look like? Instead of introducing a polarizing new novelty ingredient, take an old standard and give it a fresh look and feel. Like pizza, arguably the most global comfort food of all. The pizza category was a big winner during the pandemic.

Offer eggs as a comforting, protein-rich add-on to delivery pizza for an easy upsell.

A highly craveable, hunger-crushing Breakfast Poutine offers broad customer appeal. Even the classic omelette can get an upgrade by literally putting a twist in it with a pair of chopsticks to create Tornado Omelettes, a trendy yet comforting dish with its origins in Korea.

Remember to spare a thought for the presentation. One trend that hasn't gone away is sharing food pictures and impromptu reviews on social media. No matter how familiar you are with Instagram or TikTok, your customers can do some of your marketing for you.





03 “Meat” Me Halfway

More and more customers are looking to reduce the amount of meat they consume for reasons that include improving their health and lowering their environmental footprint.

Meatless and vegetarian entrées remain popular amongst restaurant-goers, particularly for the younger crowd. These customers are egg-positive, however, opening up a space to slide some in as a low-cost alternative protein. List eggs as a vegetarian protein add-on to salads, sandwiches, and noodle dishes, and give your flexitarian customers another option.

Customers forgoing meat still crave the umami taste that meat delivers, the savoury notes that deepen a dish's flavour.

Enter mushrooms, a functional, low-cost umami-bomb of an ingredient — and an age-old culinary partner for eggs. Combine mushrooms with eggs, and you have a nutritious vegetarian meal with a craveable meaty taste.

It could be as simple as adding sautéed mushrooms to an omelette or scrambled eggs; pop them in a tortilla for a quick meatless alternative to a taco or burrito. Or, take it up a notch and cast both ingredients in a starring role, like Egg-stuffed Portobello Mushroom Caps, for an attractive, delicious main dish.



04 Keeping It Local

The COVID pandemic limited travel and shrunk our world.

However, one positive outcome was a focus on supporting our communities and local businesses. That support extends to your restaurant's ingredient supply chain.

Your customers want to eat local food as much as possible and for as many months of the year as possible. A recent survey revealed 87% of Canadians are "very interested" or "somewhat interested" in ordering food sourced from local farmers/made-in-Canada, and that interest was consistent across all age groups.¹

Can you source locally grown herbs, greens, and seasonal fruits and vegetables picked at the peak of freshness? Partner with other local suppliers and producers; not only will you improve the quality of your inputs and potentially cut costs, but locally grown ingredients are also perceived as fresher and tastier by your customers.

Local eggs are available across Canada, with over 1200 egg farming families in all ten provinces and the Northwest Territories. The COVID-19 pandemic saw an increased interest in locally made food, especially eggs — two out of three Canadians argue it is now more important than ever that the eggs they buy come from Canada.²

The Egg Quality Assurance™ (EQA®) program offers an opportunity for restaurants to show that the eggs they sell are made locally, according to the highest standards of food safety and animal welfare. Add the EQA® mark to your restaurant menu as a symbol of that quality and Canadian egg farmers' commitment to excellence. To learn more, visit eggquality.ca.



1 Angus Reid, May 2021
2 Maru, February 2019

05 Let's Take This Outside

Our former obsession with eating on the run has transformed into eating and snacking outside.

Being in nature, where we could escape our homes and still feel safe, was what got many people through the pandemic, and that trend will continue. Even as the pandemic slows and things open back up, food to go is here to stay.

This presents an opportunity to create portable and playful menu items your customers can enjoy where and when they want. Eggs are a well-rounded, functional, protein-packed food. They travel well and taste great in take-out dishes.

Eggs are available pre-peeled pre-hard-boiled — simply package them for an eye-catching grab-and-go option. Breakfast sandwiches hit that sweet spot of convenience, all-day appeal, and familiarity. For an international snack to satisfy that as-yet largely unscratchable itch to travel, onigiri featuring halved or sliced hard-boiled eggs can be prepared in bulk and packed up in ready-to-go containers.

Don't miss the chance to show your eco-friendly side; consider including sustainable packaging or even edible solutions like a nori wrap. While sustainability took a backseat during the pandemic, it is forecasted to come back with a renewed focus.





06 Going With A Gut Feeling

Consumers have had a lot of time and a lot of reasons to research their health since early 2020.

What they're learning is that everything is connected, and they're developing an interest in the link between gut health, immunity, and overall wellbeing — something the yogurt industry has tried to teach them for years.

We saw increased consumer interest in gut health last year, and that is expected to continue in 2022. What hasn't changed is the general desire to eat healthy without sacrificing taste. Fermented foods are a tasty way to feed beneficial gut bacteria and have seen a rise in popularity during the past year. It's a simple, pan-cultural technique that boosts flavour and functionality.

The simple addition of sauerkraut to the top of a devilled egg puts a global twist on an old favourite. Kimchi Fried Rice ticks all kinds of boxes: easily adapted for take-out, fermented food, international flavour (or a taste of home!), low-cost ingredients — the list goes on.

Play around with tempeh, a high-protein meat substitute made with fermented soybeans. Consider a miso-flavoured noodle bowl made with tempeh and colourful veggies topped with a fried or smoked egg for a dish that hits on both flexitarian and gut-boosting trends.

With a light at the end of the pandemic tunnel finally visible, consumers are beginning to at least think about picking up where they left off.

Meeting up with our favourite people for a meal was one of many activities on which we all had to hit the pause button. Now, we're almost ready to hit play again.

A 2021 survey found that 89% of Canadians were looking forward to dining out with their friends and family.¹ When all that pent-up demand finally lets loose, restaurants will once again have to compete for food dollars and lure customers in with an upgraded experience.

Shifting work schedules have messed with traditional dayparts, but we foresee brunch maintaining its popularity due to its flexibility for timing and menu options. Going out for brunch is a natural choice for consumers reconnecting with loved ones. Consider offering an all-day brunch menu to capitalize on this much-loved occasion.

Brunch boards filled with fresh fruit, hard-boiled eggs, yogurt, and pastries offer a trendy, shareable dish that is easily put together. Shakshuka is an elevated brunch item made from ingredients you likely already have on hand and can be served straight from the skillet to your customers. And why not offer toast topped with a crispy-edged egg fried in basil pesto, a trendy comfort dish that's already taken off online.

1 Angus Reid, May 2021



07 Going Back To Brunch



Work with Us

Egg Farmers of Canada offers leading consumer insights, innovation, and marketing to drive incremental revenue and occasions by sharing the value of eggs. We invite you to work with us to unlock all the ways that eggs can benefit your business.



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