

# Sustainably nutritious eggs

Add eggs to your restaurant menu for a nutritious, vegetarian protein option that's sure to please. Today's restaurant-goers are hungry for nutritious, flexitarian menu items. Eggs can help you win over health-conscious customers, cut food waste and save money.



## 3 healthy takes on eggs

Tempt health-conscious diners with lighter ways to “put an egg on it.” These three dishes pair protein-rich eggs with other wholesome ingredients that offer mass appeal.



### Salad

Soft-boiled eggs are a luscious addition to hearty, anytime-of-day entrée salads. Cut them in half to show off their bright, buttery interior.



### Grain bowl

Pillowy poached eggs split beautifully to reveal creamy yolks – the perfect complement to a wholesome grain bowl.

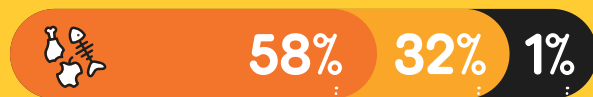


### Shakshuka

Crack eggs into sauce to gently poach while absorbing flavour. Shakshuka is both delicious and convenient – serve it right in the skillet!

## Reducing food waste

Tossing out food wastes the food itself, the resources used to produce it, and the money it cost to purchase. Consider:



58% of food produced in Canada goes to waste<sup>1</sup>

32% could be recovered<sup>2</sup>

A 1% reduction in food waste can result in a 4% increase in restaurant profits<sup>2</sup>

“Put an egg on it” to add oomph to fridge clear-out pastas, soups and stews.

## Eggs are the perfect plant partner

Consumer demand is growing for plant-forward choices.



40%

of Canadians are incorporating more plants in their diets<sup>3</sup>



42%

plan to eat more vegetarian proteins<sup>4</sup>



50%

say environmental social responsibility is a factor in their restaurant choice<sup>5</sup>

Eggs are a low impact source of protein, and complement plants by providing nutritional benefits such as high-quality protein, iron, vitamin D and vitamin B12.

# Crack into 2021's top food trends

Consumers want to eat better, for themselves and for the environment. Two ways they're doing that: by embracing nutrient-dense superfoods, and by reducing food waste.

## Give Me a Boost

Immune-boosting foods are in high demand among health-conscious diners.

Think: superfoods like kale, quinoa, squash – and eggs! Pair them together to leverage each ingredient's health halo. Eggs provide immune-supporting protein, plus nutrients like choline, folate and zinc.



### Crack this trend:

Update your menu with egg dishes that make liberal use of healthy flavour boosters like ginger, miso and turmeric.

## Waste Not, Want Not

Throwing away food means throwing away money. Finding ways to use up wilted greens or wrinkled tomatoes allows you to increase profits while improving your environmental footprint. Eggs can play a part in that: with their weeks-long shelf life and naturally pre-portioned design, eggs are a versatile ingredient in any waste-reducing kitchen strategy.



### Crack this trend:

Find more use for your ingredients. Did your beets or carrots arrive with tops intact? Incorporate the greens into frittatas, shakshuka or omelettes.



### Try it!

Crown veggie roasts – like these trendy cauliflower steaks – with perfectly poached eggs for extra flavour and protein.



### Try it!

Use up overlooked produce in an egg-based strata, frittata or quiche.



### Try it!

Boost revenue by offering a boiled, poached or fried egg as an add-on protein option to your dishes.

To learn more visit [foodservice.eggs.ca](https://foodservice.eggs.ca)

