

Let's Meet Over Eggs



Spring is here and Canadians are ready to get social. After another long pandemic winter, the return of warm, sunny days has us craving patio season. Weekend brunch, anyone? According to one 2021 survey, 89% of Canadians are looking forward to dining out with friends and family¹. Here's how to serve up what your customers crave.

Egg-centric menu updates

Eggs can be an essential ingredient in your bottom line. They are economical, healthy, easy to cook and timely. Here are three 2022 industry trends they complement.



Labour Saving

Staffing shortages and record-high inflation make a strong case for condensed menus. Eggs are a low-cost, high-margin food that can be prepared by kitchen staff of all skill levels.



Comfort Food+

Comfort foods take on a global twist. From Quebecois breakfast poutine to Korean Tornado Omelettes, eggs suit indulgent comfort foods that fill customer bellies – and Instagram feeds.



Meat Minimizing

Eggs are a great alternative protein: meat-free, yet nutrient-dense and flavourful. Offer a fried or boiled egg as an add-on to beef up your flexitarian menu options – and your daily sales.

Cook local with eggs



From Whitehorse to St John's, eggs feed the hunger for local ingredients.

Over **1,200** egg farming families across Canada

87% of Canadians want to support local farmers and food suppliers²



Add the Egg Quality Assurance™ mark to your menu to indicate your egg dishes are made from local eggs from Canadian egg farmers.



Egg Quality Assurance

Crack into 2022's

top foodservice trends

Consumers are ready for life to get back to normal. Two ways they plan to head in that direction: by **meeting friends and family over brunch**, and by **supporting local businesses** and food suppliers.

Going Back To Brunch

Restaurants take on newfound importance as Canadians shake-off their pandemic fears and get ready to socialize. Brunch is a natural choice given its menu options and timing flexibility. Consider introducing an all-day brunch menu to capitalize on this much-loved weekend tradition.



Crack this trend:

Update your menu with a shareable brunch board loaded with fresh fruit, hardboiled eggs, yogurt, and pastries. Or try a baked egg skillet with veggies and mushrooms, which can be served right in the pan. Both delicious options reduce labour while elevating presentation.

Keeping It Local

The Covid pandemic renewed Canadians' interest in supporting local restaurants, farmers, and food suppliers. Two out of three consumers feel it is more important than ever to buy Canadian eggs³. With over 1,200 egg farming families coast to coast, you can source this versatile protein close to home, alongside other local ingredients.



Crack this trend:

Join Egg Farmers of Canada's Egg Quality Assurance™ program and display our logo to show the eggs on your menu were sourced locally to the highest standards of food safety and animal welfare. To learn more, visit eggquality.ca.



Try it!

Check online for trending dishes to refresh your menu, like pesto toast with crispy-edged fried eggs.



Try it!

Spice up your brunch menu with vegetable-forward shakshuka, which can be served in the skillet.



Try it!

Showcase the freshest in-season ingredients in a farmer's salad, featuring local veggies, eggs, and herbs.