

# Summer egg-citement

Warm weather is finally here! Canadians are eager to get outdoors and soak in the relaxed summer vibes. There's a lot to be egg-cited about too: brunch dates, spending time in nature and focusing on positive things like health, sustainability – and delicious food, including eggs!



## Update your menu

Eggs are a versatile ingredient because they're economical, long-lasting and easy to cook. Here are three ways eggs keep your Summer 2022 menu on-trend with Canadian appetites.



### Flexitarian-friendly

Eco- and health-conscious diners crave flexitarian menus with non-meat protein options. A serving of two eggs delivers 13 grams of complete protein, plus iron, folate and vitamins A, D, E and B12.



### Locally produced

With 1,200+ egg farming families across Canada, diners can enjoy local eggs when eating a croque monsieur in Montreal, tomato eggs in Vancouver, or a foraged-morel omelette in Whitehorse.



### Brunch-ready

Eggs are brunch's superstar ingredient, whether fried, poached, scrambled or boiled. Consider adding all-day brunch options to your menu to capitalize on the resurgence of this weekend ritual.

## Sustainably sourced

Canadians are increasingly concerned about food sustainability. By embracing innovation and adopting new policies and technology, the Canadian egg industry has shown eggs can be part of climate-conscious diet.

Eggs have the lowest environmental footprint of any animal protein



100%

of Canadian egg farmers participate in animal care inspections or third-party audits

Over the past 50 years, Canadian egg farming has achieved these sustainability benchmarks:

reduce

81%

land footprint

72%

greenhouse gas emissions

69%

water consumption

41%

energy use

increase

50%

egg production



Crack into 2022's

# top foodservice trends

Canadian consumers remain committed to some of the food trends they adopted during the pandemic. Here are the two trends that remain big:

## Let's take this outside

Spending time in nature was a cherished pandemic past-time, providing recreation, eco-therapy and entertainment – and the appeal is holding steady. Expect demand for on-the-go snacks consumers can take to the park or trail. Bonus points for sustainable packaging.



### Crack this trend:

Introduce travel-ready snacks and light meals that won't leave consumers sluggish afterwards. Think: breakfast wraps or bento boxes featuring fresh fruit and hardboiled eggs.

## Going with a gut feeling

Canadians have had a lot of reasons to research their health since early 2020. What they've learned is that gut health is interconnected with immunity and wellbeing. Fermented foods like kimchi, tempeh and sauerkraut are packed with probiotics, flavour and foodie appeal.



### Crack this trend:

Update your menu with probiotics. Top devilled eggs with sauerkraut or cater to comfort food cravings with kimchi fried rice. Both ingredients are delicious on burgers and pizza, too.



### Try it!

Tap into global snacking inspiration. Made from rice and nori, onigiri travels well, making it the perfect sidekick to scrambled eggs.



### Try it!

Offer a veggie-packed noodle bowl with gut-pleasing fermented soybean tempeh and miso gravy. Don't forget to "put an egg on it!"



### Try it!

Get flexitarian-friendly with protein bowls. They unite veggies, whole grains, legumes and eggs in one deliciously portable dish.