

Warm Up to winter

Hello, Cozy Season! As the weather cools, Canadians are embracing flannels, knits and mood-boosting comfort foods. This transition to winter provides the opportunity to indulge consumers with the convenience and comfort they seek. Here's how eggs can boost your business this season.



Comfort food, updated

Consumers crave dishes that reconnect them to childhood memories and cultural traditions, yet, with a contemporary twist. Here are three ways to hit that sweet spot with eggs.

Gut-friendly probiotics

Probiotic-rich fermented foods offer nutritional benefits... and taste great, too! They're the perfect partner to eggs: try sauerkraut over devilled eggs or kimchi over egg fried rice.



Meat-free dishes

Many Canadians are reducing their meat consumption for environmental or health reasons. Eggs are a sustainable way to add protein to plant-based dishes so they taste rich and feel more filling, for a true comfort food experience.



Brunch-friendly

Flexible timing, casual yet grown-up environment, comfort food menus—brunch is popular for a reason! Eggs are key to this weekend ritual. After all, eggs Benny is practically synonymous with brunch.



Fighting foodflation

Inflation is a top-of-mind concern for Canadians, so foodservice providers should emphasize value. Here's how eggs can help save.



Eggs help trim labour

This easy-to-prepare protein can be tackled in pared down kitchens. Save even more time with preboiled and shelled egg products.



Eggs are economical

Affordable, versatile eggs have a long shelf life and occupy minimal fridge space, helping reduce spoilage and food waste.



Eggs support Canadian families

We are stronger together. By supporting local restaurants and farm families, we can weather economic challenges together.

Canadian eggs are supplied by

1,200+

egg farming families across Canada

92%

of Canadians felt it was important that the eggs they buy come from Canadian farms



Crack into 2022's

top foodservice trends

Baby, it's cold outside. And as Canadians ease into winter, comfort food dishes take on even more prominence. Warming, welcoming and oh-so indulgent, this is one trend worth embracing.

Comfort food levels up

It's been a stressful few years—and with inflation on the horizon, there are more challenges to come. During extraordinary times, we reach for the ordinary to make ourselves feel comforted, happy and safe. Comfort food is an affordable pick-me-up that will retain strong consumer appeal as 2022 turns into 2023. From family recipes to social-media hits, comfort food runs the gamut from traditional to hyper modern. Finding the right fit will please your diners and keep your menu relevant for changing times.



Crack this trend:

Make eggs centre stage with viral comfort food such as Korean tornado omelettes, eggs whirled into their trademark shape with chopsticks. Or offer a fried egg as an easy add-on to craveable classics like poutine, burgers or pizza.

2022 foodservice trends recap

Egg Farmers of Canada identified **seven top 2022 foodservice trends**, which we've explored with our fact sheets. Here's a quick recap.



- The Need For Labour-Saving Solutions
- Comfort Food Levels Up
- "Meat" Me Halfway
- Keeping it Local
- Let's Take This Outside
- Going With A Gut Feeling
- Going Back To Brunch

Try it!

Offer crowd-pleasing grab-and-go options like egg-and-cheese breakfast sandwiches or egg-and-sausage burritos.

Try it!

Soft-boiled, poached or fried, eggs add protein to comforting grain bowls, noodles and rice.

Try it!

Cater to flexitarians with meat-free salads, stir-fries and pastas, all of which gain comfort-food richness with wholesome mushrooms and eggs.

To learn more visit foodservice.eggs.ca

