

2023 Foodservice Trend Report



foodservice.eggs.ca

Out of the frying pan...

Here's the good news: Canadian consumers want to continue dining out and ordering in as we emerge from the pandemic.

Yet, consumers are feeling the heat of financial uncertainty. They're economizing and stretching their food budgets, including eating at home more often and shopping more private-label grocery offerings. They're also looking for more affordable foodservice options. Want to position your business for a piece of that quiche?

Eggs are the answer.

The current consumer situation is this: more people have returned to the office, at least some of the time, and students are back in the classroom. Across every demographic, people are adjusting to busier lives and changing need-states when it comes to mealtimes. And, according to recent research from the Canadian Centre for Food Integrity, inflation is one of the top two concerns for your guests, alongside climate change.

In addition to cost and value, consumers are most motivated by these categories: locally sourced food, comfort foods, and global cuisine. This trio tops Canadians' lists of what they are interested in ordering from a restaurant, closely followed by foods that promote health and wellness.



Mediterranean (Keto) Omelette



In the 7 essential food trends we've identified for 2023, eggs speak to all of these consumer desires.

How interested are you in ordering each of the following menu items from a restaurant?

Percentage of Canadians that say they are "very interested" or "somewhat interested"

	Total	18-34	35-54	55+
Food sourced from local farmers	93%	91%	93%	94%
Comfort foods / comfort foods with a twist	84%	86%	86%	81%
Globally inspired foods and flavours	80%	87%	81%	74%

Source: Angus Reid, survey conducted May 2022

Eating for Value

Consumers are after menu options that battle “lunch-flation.”

Your customers want more value and more savings. You need to preserve your margins. To achieve all that, rethink your menu and provide value options that are protein-rich, delicious, and easy to prepare. Eggs remain one of the most affordable protein sources, requiring minimal effort to pull together into a meal.

For on-site workers and students, consider a modest sandwich with eggs. If you hit the price point sweet spot, you can offer a break from boring bagged lunches. Instead of chicken & waffles, how about a margin-friendly egg & waffle sandwich? For a lighter lunch, crumbled or grated boiled egg provides flavour, texture, and filling protein to any salad.

64%

of Canadians might / definitely would consider having eggs for lunch.

54%

of Canadians might / definitely would consider having eggs for dinner.

Source: September 2022
Omnibus Survey

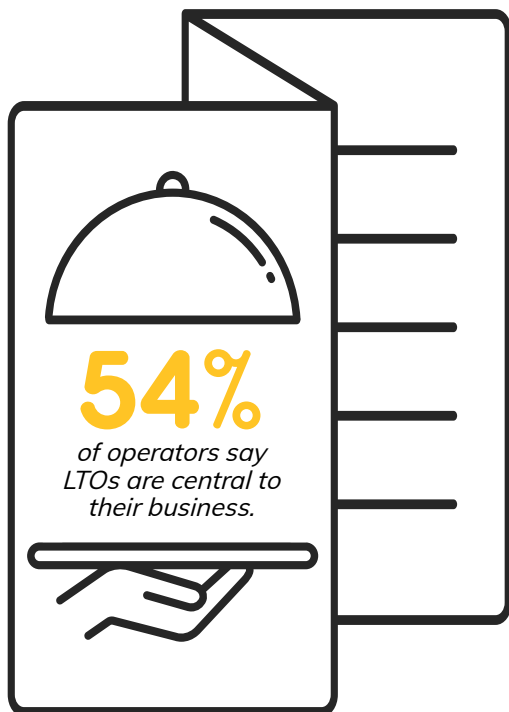


Chili-crisp Fried Egg Waffle Sandwich

Eggs for dinner. It's not weird!

Blended dayparts have created growth in breakfast and brunch burgers on menus, and most Canadians are now open to eating eggs for lunch or dinner. As a result, egg orders are competing with sub sandwiches and closing in on chicken and burgers. Offer an egg option to deliver convenience, an attractive price point (that still preserves your margin), and fill the fresh food gap at breakfast.

And to create customer excitement while keeping menus streamlined, introduce a Limited Time Offer (LTO) egg or “secret menu” item. LTOs have shown a sharp increase as a way of adding fresh innovation to menus.



Source: Datassential's Limited Time Offer
Keynote Report



**Grilled Cheese Turkey Sandwich
with Fried Egg**

Eating for Values

Choosing more planet-friendly protein options while still “eating clean.”

Faux proteins are faltering due to high price points and ultra-processed ingredient lists. Additionally, consumers are becoming less carnivorous, trading down on the protein scale for many reasons, including reducing their climate impact and concerns over animal care.

Two of the many advantages of eggs are that they have the lowest environmental impact of any animal protein, and they fit seamlessly into nearly all the major food lifestyles, be it flexitarian, pescatarian, or vegetarian. As carnivorous tendencies drop, inclusive diets rise, and meat consumption fluctuates, consumers and chefs looking for alternatives to meat protein can turn to eggs.



Green Goddess Salad with Hard-Boiled Egg

Highlight local, quality food for your customers.

Using the Egg Quality Assurance™ (EQA®) symbol on your menu assures your guests that they are making a responsible choice. The EQA® certification program shows Canadians that their eggs, produced by Canadian farmers, meet national food safety and animal care standards. Plus, it lets them know you're supporting local, year-round food sourcing.



**Egg
Quality
Assurance**

Food service providers interested in using the EQA® mark on their menu can do so licence-free. Learn more by contacting eqa@eggs.ca or visiting eggquality.ca.



Protein on a Budget

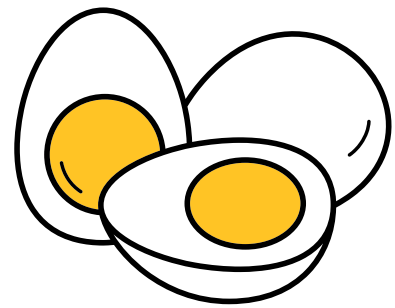
Customers are focused on maximizing their protein intake in an affordable way.

While the pandemic subsides, financial concerns arise. The heady days of “getting back out there” as lockdowns lifted are over, and now people want to rein in their spending. However, they’ve also learned the value of eating well — both for flavour and for health.

An easy and cost-effective way to complement any meal, meat or plant-based, is to put an egg on it. Eggs are a natural, high-quality, nutrient-dense food. In fact, eggs are the perfect protein, packing all the essential amino acids our bodies need in the right amounts and can be cooked in a variety of ways. And most Canadians who would add an egg to a menu item are comfortable paying between \$1.00–\$2.00 extra to do so. That’s a great margin!

“Hard-boiled egg”
had top pageviews in 2022

Pickled egg recipes
jumped **43%+** vs 2021



Source: eggs.ca analytics from 2022

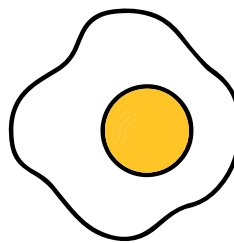
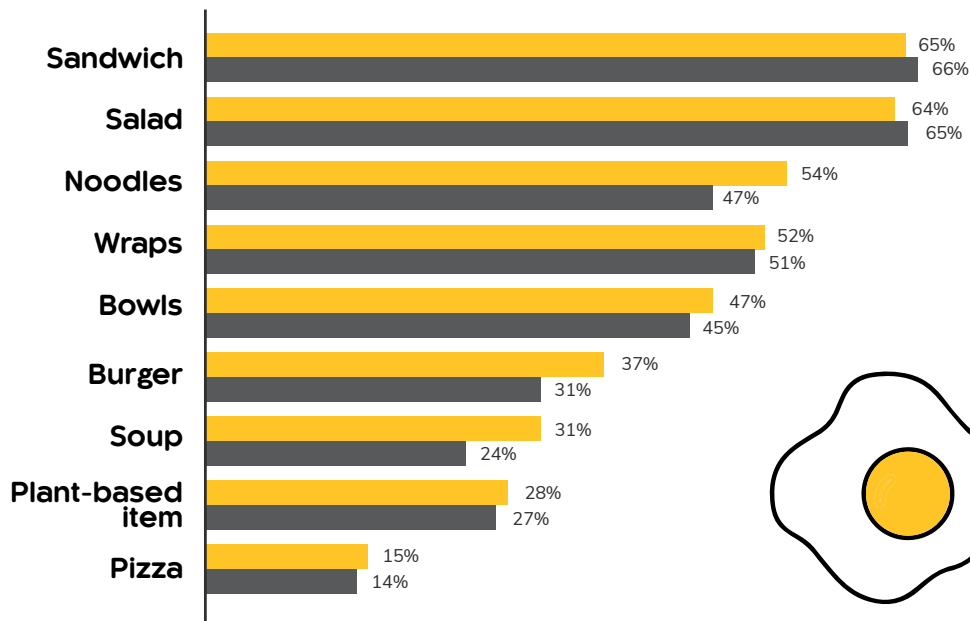


Roasted Vegetable Grain Bowl with Jammy Egg



Many Canadians would consider adding eggs to menu items if a restaurant were to offer it.

Q: How likely would you be to add an egg to various menu items?



Canadians are willing to spend **\$1.00–\$2.00** to add an egg (especially younger customers!)

Source: Eggs Consumption Omnibus Survey

You don't have to reinvent the wheel with eggs.

Some of the simplest options are among the most popular: a fried egg in a sandwich, a boiled egg chopped on a salad, a poached egg with noodles — the mix-and-match possibilities are endless. Trendy devilled eggs are an ideal add-on for a charcuterie board or grazing plate, too, with their appealing looks and high nutritive value. And getting your food into customers' social feeds? That's the ultimate "word of mouth."

Brunch: The Sensible, Sociable Splurge

**“Let’s do brunch!”
is a way of enjoying
meals with friends
without breaking
the bank.**

No one is in any rush to give up our return to social dining occasions. However, discretionary spending is stretched thin, with people also returning to vacations, movies, and other out-of-home activities. Brunch is the perfect alternative to pricier dinners, but with a grander sense of occasion than breakfast or lunch.



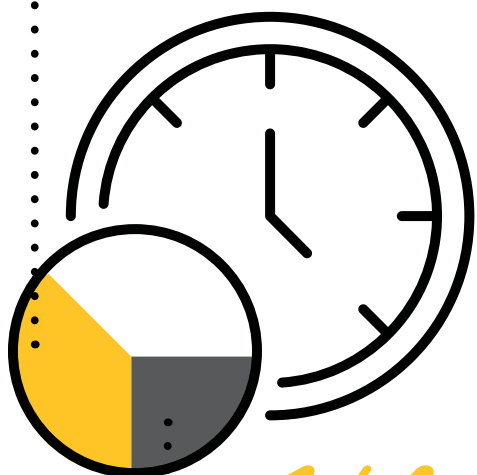
Eggs Benny with Twice-Cooked Fries

Did you know that brunch shines as consumers' favourite weekend indulgence? Popular culture takes note of this; Dan Levy's (of "Schitt's Creek" fame) new HBO Max Show, "The Big Brunch," celebrates this versatile midday meal. Whether it's a sunny way to start your day, a hangover cure to get over the night before, or a time to connect with friends, brunch is a timeless, comforting social ritual.

When is brunch? When you say it is.

Of course, a "Brunch Benny" special is a great way to use up last night's leftovers. Plus, egg entrees are among the most profitable and best-selling breakfast menu items. Morning and midday are the most common times for brunch. But expanding this overlapping daypart to extend your brunch seating could be a simple way to boost profitability.

... **1/3** of operators have
extended brunch
to mid-afternoon



.... **1/4**
begin serving
brunch early
in the morning



Travelling with Our Taste Buds

**Global influences
in food continue
to grow, as does
our pent-up
desire for travel.**

Consumers love traditional comfort foods but also enjoy trying something new. As a result, international items continue to show strong growth on menus, with Mexican flavours leading the way. Rounding out the top three international cuisines ordered in Canada (excluding American) are Japanese and Thai.

Luckily, eggs are a pan-cultural food and pair with any cuisine from any country you can name. Start by turning your morning sandwich into an international sensation. An easy option is the now-mainstream breakfast burrito, with eggs and salsa. Consider upgrading with other international breads: try *shokupan* (Japanese milk bread) to make a sando, or Thai-style *salapao*, a steamed bun filled with egg.

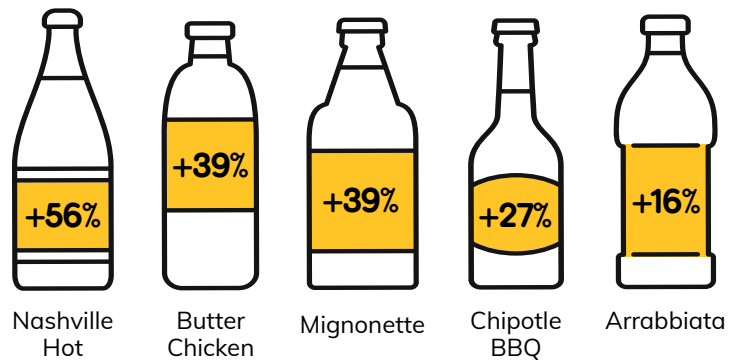


Tamago Sando | Japanese Egg Sandwich

It's time to get saucy!

Add international condiments, which are expected to show up on more menus in 2023, like a dollop of labneh or peri-peri sauce. For a taste of Africa, try the North African spice mix *ras el hanout*, as well as the spicy berbere seasoning blend common in Ethiopia. Remember to fill out your sauce library, including adding the fastest-growing choice, regional favourite Nashville hot sauce (+56% YoY), to bring some heat.

Fastest-Growing Sauces on Canadian Menus



Source: Technomic Ignite Menu data, Q4 2020-Q4 2021



Customize That Order

The days of the one-size-fits-all approach to eating are over.

Consumers are moving beyond the traditional plate of meat, veggies, and carbs to selective lifestyle approaches to eating: over a quarter of Canadians adhere to a customized diet or specialized eating regimen. There has been an influx of keto products into the market, so consumers are becoming more familiar with them and want more control of their carb intake, even when dining out.

Additionally, eating for wellness became a new or heightened focus area for many during the pandemic. This trend will continue as consumers look for ways to stay active and healthy.

Isn't the omelette the original keto wrap?

Eggs check the boxes for even the pickiest eaters. To summarize, an egg wrap is: gluten-free, carb-free, high-protein, low-cal, vegetarian, halal, kosher — and delicious! Be sure to call out all the amazing health benefits eggs provide and the various dietary lifestyles they're compatible with on your menu.



High-Performance Snacking

Snacking's back, especially with your younger guests.

With the world thrown wide open again, lives are getting busier. Consumers, especially GenZ and Millennials, are looking for portable, high-protein options to fuel them through their hectic days. What complementary item can you offer to add to an order that will make your customer's life better?

Some of the first customer line-ups we saw post-lockdown were at coffee shops. Can you offer an economical grab-and-go egg snack that your coffee or smoothie customer can take for later in the day?

Bon Appetit declared 2022 the “year of the fancy devilled egg.” Can you extend it beyond an appetizer and put your restaurant's spin on it? Your back of house staff will appreciate how easy they are to make ahead.

Busy lives mean not every eating occasion is a meal.

Sous vide egg bites, quiche, and frittatas will hit the mark for the commuters who skipped breakfast and anyone trying to push through the afternoon at work. And for the night owls, an egg poutine turns a midnight craving into something memorable and satisfying.



Vegetarian Egg Muffins

Did You Know?

In addition to fresh shell eggs, time- and money-saving options for ordering eggs from your suppliers include:

- Liquid whole eggs and egg whites;
- Hard-cooked whole and diced eggs;
- Scrambled egg mix and frozen pre-cooked;
- Oven-baked, grilled, and egg white patties;
- Omelettes, omelette bites, and frittatas;
- and more!



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.

To learn more visit foodservice.eggs.ca

