

Trend Watch

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TOP TAKEAWAYS



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Breakfast All Day is Trending in 2016

Breakfast lovers are celebrating that all-day breakfast offerings have increased around the country. According to Technomic's Consumer Trend Report Series, about 35% of patrons wish restaurants offered breakfast fare for lunch and 30% wish restaurants served it for dinner or as late night options.¹ From large, fast food restaurants to QSRs, operators are getting the picture that consumers want breakfast at all times.

As people's lives have become busier, meal times have become flexible, and people are reaching for foods at all different hours. Not only is breakfast food easier and familiar, but the foods served with breakfast are becoming the most craveable ingredients in foodservice.² Bacon, eggs, sausage and ham are widely seen on breakfast menus, but are also featured on lunch and dinner restaurants. The versatility of breakfast food makes it easily adaptable for any time of day.

As restaurants begin including breakfast throughout the day, chefs are able to be adventurous with their culinary creativity. Breakfast for dinner can mean less traditional breakfast fare allowing chefs to turn traditional breakfast ingredients into new, innovative dishes. Bacon, sausage and ham are all standard breakfast proteins, but these ingredients have so much potential to be featured in an array of applications. These proteins are great as toppings to finish off a dish or as the star ingredient in a fun take on breakfast classics.



This Little Piggy Went To China

Sesame cheddar biscuit, sunny eggs, Szechuan pork sausage, chili garlic chive sauce, gooseberries

Little Goat Diner, Chicago, IL



Truffled Eggs

Soft scrambled, prosciutto, truffle oil, shaved parmesan, country bread

Cafeteria, Chelsea, NY



Pulled Pork Hash

Brick hash pulled pork, two eggs any style, house crème fraîche

Poppy + Rose, Los Angeles, CA

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DATA TO NOTE



American Consumers Embrace Thai Cuisine

As consumers are becoming more and more interested in expanding their palates, they are more inclined to try new and exciting flavor profiles. Although Mexican, Chinese and Italian cuisines are the most common ethnic flavors, Thai flavors have seen an increase in popularity over the years. With Thai food's perfect balance of both sweet and sour flavors that oftentimes pack a spicy punch, consumers are now seeking out this taste profile.³ Consumers have grown more knowledgeable and sophisticated over the years, which is why they are seeking out these new ethnic cuisines. Thai cuisine has risen in awareness by 21 points in the past fifteen years, proving consumers are more willing to go outside their comfort zone to experience new foods.⁴

Not only have consumers become more sophisticated, but ethnic sauces and ingredients have been more available in the mainstream markets. Sriracha, for example, a Thai chili sauce, has exploded in popularity over the years, making what was once an unknown sauce in Thai cooking a new household staple.⁵ Thai food isn't limited only to ethnic eateries or fine dining; fast-casual establishments and QSRs have picked up on the Thai trend and have also begun incorporating the cuisines into their menus. This ethnic fare is now widely available to consumers, and they are more than eager to partake in the Thai experience. Pork is also a big component of Thai cuisine – oftentimes pork belly, pork tenderloin and spareribs are used. The texture and cooking techniques of each cut lend themselves nicely to Thai flavors and traditional dishes. Pork can handle the strong flavors associated with Thai cooking, such as fish sauce, garlic, peanuts and curry paste, making it the perfect protein match.

CHEFS FEATURE PORK IN THEIR THAI OFFERINGS.



Basil Crispy Pork Belly

Stir fried crispy pork belly with basil leaf, garlic mushrooms and chili

Andy's Thai Kitchen, Chicago, IL



Huu Muu Sawan

"Heavenly Pig Ears" - whiskey & chili glazed with sawtooth herb & scallion

Uncle Boons, New York, NY



Fresh Rolls

Prawns, BBQ pork, cilantro, sprouts, carrots, lettuce, basil leaves and rice vermicelli wrapped in soft rice skin, served with our famous peanut sauce

Noi, Bend, Oregon

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PORK IN THE NEWS

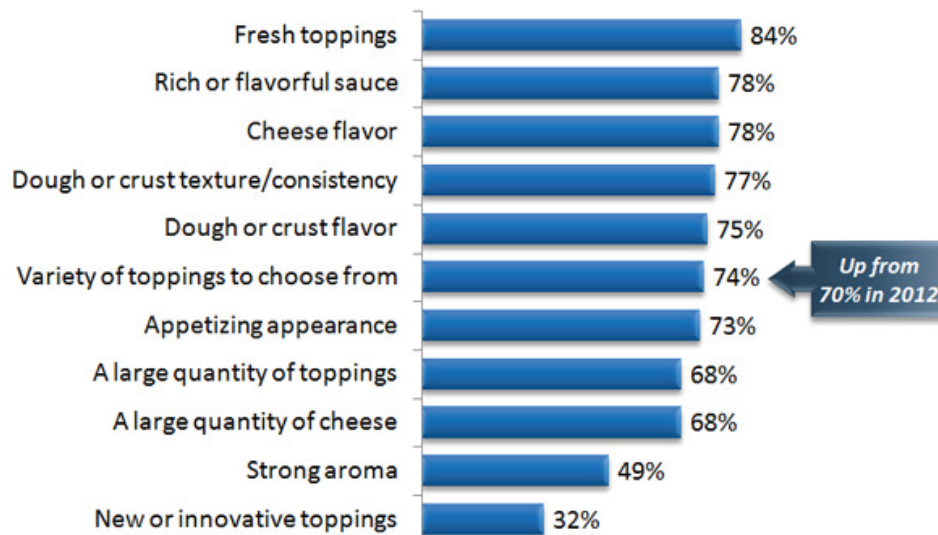


Who Is the True Pizza Lover?

It's hard not to love pizza – the delicious, cheesy and comforting meal is a favorite among many. It brings together friends and family for a casual but tasty meal, and leaves consumers full and satisfied. One might imagine that the number one fans of pizza would be men, ages 18-34, who gather together to eat pizza and watch football. However, pizza has transformed from the traditional greasy pies topped with cheese or pepperoni into fresh, high-quality meals with toppings such as pancetta, fried eggs and roasted garlic. The quality of pizza has become a more important factor for consumers – and you might be surprised to find out who actually eats the most pizza in America. According to a study conducted by the Center for Generational Kinetics, a research firm specializing in Millennials, the average American pizza lover is a woman in her 30s that exercises twice a week.⁶

Not only has the pizza consumer demographic shifted, but where consumers eat pizza and what consumers are looking for in a pizza have shifted. Pizza has grown into an away-from-home social dining experience than a delivery or take-out option. The best aspect of pizza is its extreme versatility – it can cater to consumers of all ages, genders and dietary restrictions. Today's pizza offerings have been transformed into high-quality meals topped with a variety of fresh ingredients. In fact, 84% of consumers polled by Technomic said that fresh, quality ingredients were the most important factor in creating a good pizza.⁷ Even though the pizza landscape continues to evolve, one thing is for certain. Consumers of all ages and genders love pizza. Whether it is a simple pie topped with pepperoni and bacon, or a pizza topped with pulled pork and pineapple, people will always reach for a warm, cheesy slice of pie.

What consumers think are the most important factors in creating a good pizza:



Source: Technomic, Inc., The Pizza Consumer Trend Report (2014)

⁶ Nation's Restaurant News, "Study reveals surprising face of American pizza lover," <http://nrm.com/consumer-trends/study-reveals-surprising-face-american-pizza-lover>, August 3, 2015

⁷ Technomic, "The Evolving Pizza Landscape," <https://blogs.technomic.com/the-evolving-pizza-landscape>, March 19, 2014

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OUT-OF-THE-BOX THINKING



Everyone Wants a Slice of Pizza

Consumers will always gravitate towards pizza. Pizza crust is the perfect base to build upon – it is simple enough that chefs can play around with new flavor combinations to deliver an exciting end product. From coast to coast, chefs are creating innovative pies topped with a range of ingredients. Bacon, sausage and pepperoni continue to be a consumer favorite, and chefs are definitely paying attention. Check out these pizza joints below to see how chefs are featuring pork on their pizzas.



Calabrese Picante

San Marzano tomatoes, mozzarella, nduja calabrese, red onions, bell peppers

Prova Pizzeria, Los Angeles, CA



Breakfast Za

Cracked eggs, bacon, cheddar, cracked pepper

Happy Camper, Chicago, IL



Beastmaster

Tomato, mozzarella, Gorgonzola, pork sausage, onion, caper, jalapeno

Roberta's, Brooklyn, NY



Slow Roasted Pork

Fig, grilled onion, fontina, arugula

Harry's Pizzeria, Miami, FL