

# Trend Watch

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**Smithfield**

— SERVES UP —

**THE BREAKFAST  
BOOM**

B A C O N | H A M | S A U S A G E

## Smithfield Serves Up 'The Breakfast Boom': Part 2

In this second installation of “The Breakfast Boom” newsletter, we’ll further explore the evolving trends surrounding the breakfast daypart, talk about how consumer behaviors are influencing this movement and share inspiring recipes and menu ideas operators can use to oblige these shifting tastes.

Pork is playing a vital role in “The Breakfast Boom” as one of the most popular proteins served. As the world’s leader in pork, nobody knows breakfast better than Smithfield, and we’re here to provide operators with forward-thinking inspiration and innovation to make breakfast a stand-out on their menus.

## Consumers Dining Solo at Breakfast

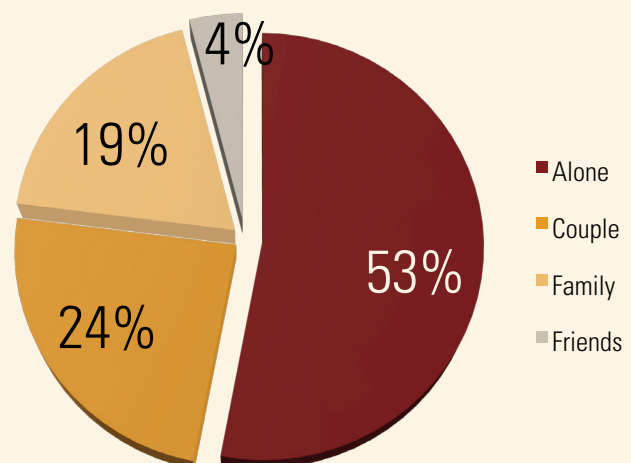
Breakfast time, maybe more than any other meal period, is strongly tied to childhood memories of gathering around a table in the morning with family. Holidays and special occasions were often celebrated with big groups going out to brunch. Other people spend Saturday mornings meeting up with friends to have breakfast at a trendy spot. The first inclination might be to associate breakfast as a highly social dining occasion, but new data from the Hartman group show that, surprisingly, it’s not.

For more than half of consumers, eating breakfast is a solitary experience. After that, it’s most commonly an experience that couples share. But dining out with family groups or dining with groups of friends at breakfast time are actually the least two popular ways that consumers experience this meal period.

Why? It’s likely attributed to busier lifestyles. The desire for more portable and convenient breakfast applications has been steadily rising over the years. The apparent truth is people simply don’t have as time to sit down with a large group and take their time eating breakfast anymore. Consumers need fuel to start their days, and they need it fast.

Operators and chefs have an opportunity to make the most of this situation: By having two to three portable items available for consumers to order from a to-go menu, they can potentially generate more morning sales.

1 The Hartman Group: Top of the Morning! Breakfast Occasion Report, 2017



Who's Eating Breakfast?

### The Flavor Enhancer: Breakfast Sausage

Breakfast sausage has its own category for a reason – the aromatic seasonings and spices that are exclusive to breakfast sausage and the crispiness of skillet-cooked, perfectly rendered fat make it different from traditional sausage. Moreover, breakfast sausage is strongly tied to feelings of comfort and familial memories – it's always been a star accompaniment to start people's days.

But therein lies a problem – through the years, we've limited breakfast sausage to an accompaniment. "Would you like links or patties with that?" is the all-too-common question heard about this popular breakfast protein, which is the third most ordered side item when dining out at breakfast time.<sup>2</sup> There's no doubt that breakfast sausage is craveable and delicious – consumers want to eat it – but the potential to use the flavor profile of breakfast sausage in a more ground-breaking way is certainly there, both at breakfast and beyond.

Read below for some ideas on how to use breakfast sausage as a flavor enhancer for breakfast dishes (as well as an example that expands beyond the breakfast daypart), devised by the 2017 Smithfield Chef Advisory Board.



#### BREAKFAST SAUSAGE AND SWEET POTATO HASH

*"A good, hearty hash is a breakfast and brunch staple. Traditionally made with potatoes, pork belly and peppers, this twist allows for a completely different experience. This hash uses breakfast sausage crumbles and sweet potatoes. By using sausage instead of pork belly, this dish brings out all of the best hash has to offer but leaves the diner surprised by the exciting new flavors."*

- Chef Michael Ponzio



#### WHITE BEAN HUMMUS WITH CRUMBLIED BREAKFAST SAUSAGE

*"Try to incorporate breakfast sausage into dishes highlighting trending vegetables like broccolini, cauliflower and kalettes. Sausage is very versatile. Keeping it fun and interesting is what's important."*

- Chef Jaysen Euler



#### MINI SAUSAGE POTATO BISCUITS

*"Biscuits and gravy is the first dish I think of for breakfast-focused dishes where sausage is the star. I felt this would be a great grab-n-go application. Breakfast sausage crumbles can be baked directly into biscuit dough and formed into mini biscuits. As a chef, we always try and look at ways to increase product usage. These biscuits can utilize mashed potatoes from the prior day as part of the recipe, helping chefs make a profit from something that would normally be discarded."*

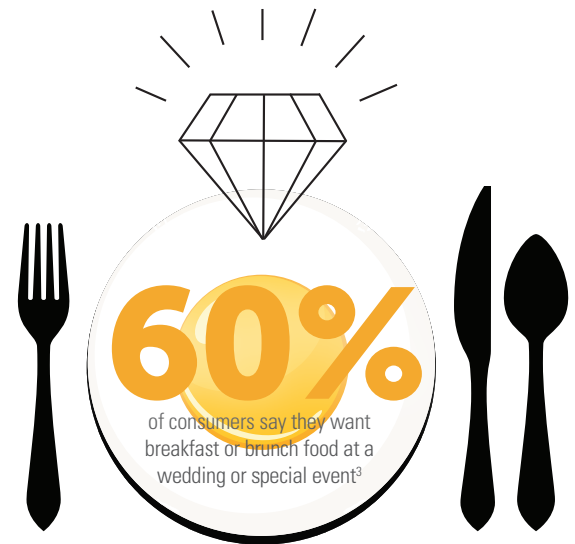
- Chef Pete Balodimas

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### Saying 'I do' to Breakfast Receptions

Wedding menus have been influenced by an onslaught of food trends over the years, encouraging happy couples to request that the banquet hall or restaurant feature things like build-it-yourself frozen yogurt bars or that it serve an offering of late-night snacks. Now, operators are beginning to see the impact of the breakfast trend on wedding menus.

With snacking occasions surging more than they ever have, today's consumers love finger foods and smaller bites – and of course, they love breakfast. That's why chefs are starting to see a demand for passed hors d'oeuvres to feature breakfast bites, like mini breakfast burritos cut into pieces similar to a sushi roll, or breakfast sandwich sliders. Late-night snack offerings have also started to shift toward breakfast, with new ideas like breakfast tacos, bacon and waffles, and pigs in a blanket (breakfast-style with sausage and pancakes).



3 Datassential FoodBytes: The Year in Trends, 2017



### A Popular Southern Breakfast Dish Reimagined

At Smithfield, we're constantly thinking about innovation. So when it came to breakfast, we wanted to recruit some new ideas for inspirational dishes at this daypart. From this effort, a new take on the classic Chicken and Waffles breakfast dish was born. Our version? Pork Chops and Hoecakes.

The idea was generated by 2017 Smithfield Chef Advisory Board member Pete Balodimas. Taking inspiration from some recent traveling on the East Coast, where he saw an abundant use of hoecakes, and replacing chicken with pork as the star protein, Chef Pete came up with this delicious new pairing.

Chef Pete menued the dish at one of his restaurants and said the feedback from customers was fantastic. Try featuring it at your establishment! Find the recipe below:

#### HOECAKES | Yield: 6 hoecakes

7 oz. coarse yellow cornmeal	2 whole eggs
8 oz. all-purpose flour	2 egg whites
1.5 oz. granulated sugar	3 cups whole milk
0.5 oz. baking powder	2 cups clarified butter
1/4 tsp. kosher salt	1 Tbsp. whole butter

Preheat oven to 450°F. Mix all dry ingredients together in medium bowl. Mix all wet ingredients except clarified butter and whole butter in another bowl. Add wet ingredients to dry ones, mix well and fold in clarified butter. In 2-inch cast-iron skillet, melt whole butter over medium heat. For each hoecake, add 4 oz. ladle of hoecake batter and cook until edges are set, 2-3 minutes. Place in oven and cook until almost set, 3-4 minutes. Remove from heat, flip cake over and let rest 1 minute.

#### PORK CHOPS | Yield: 4 pork chops

4 Farmland® Chop Shop™ Boneless Pork Chops  
Pinch of kosher salt  
Freshly ground pepper, to taste  
¼ cup all-purpose flour  
1 oz. olive oil

Season pork chops with salt and pepper. Dredge chops in flour and shake off excess flour. Heat large skillet over high heat. Add oil and allow to simmer. Add pork chops and develop a nice crust on 1 side. Flip and cook to desired doneness.



**Coming next from Smithfield... Our June edition of the newsletter will explore the hottest trends in BBQ!**