

Trend Watch

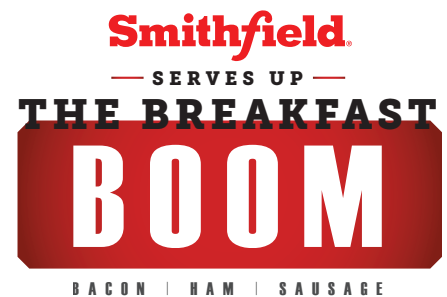
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Smithfield Serves Up 'The Breakfast Boom'

Being a leader in our industry means being an expert on the current trends that are driving the foodservice scene. We want to provide our customers with valuable insight and innovative ideas to help them make their businesses successful. From our extensive study of current trend data, we've determined that breakfast is booming among consumers, and pork has a big role to play in this landscape. For the first third of 2017, Smithfield communications, including this newsletter, will be focused on what we are deeming "The Breakfast Boom."

As the habits of breakfast consumers have evolved, including where, when and how they eat breakfast. Operators must respond to these evolving consumer habits by offering unique, creative menu applications that adhere to consumer desires. Because Smithfield is the world's leader in pork, nobody knows breakfast better than we do, and we're here to provide operators with inspiration and education about the breakfast segment.



When It Comes to Breakfast Innovation: Go Ham!

At breakfast time, it seems as if bacon and sausage get all of the press, while ham often fades into the background. Though it is still considered one of the "big three" proteins at breakfast time, ham has seen a decrease in menu penetration of 6.9% since 2005, while bacon and sausage have seen increases of 11.5% and 8.4% respectively for the same timeframe.¹

Though the trend data about ham is unfortunate, there is a positive that can be taken from it: There is an outstanding opportunity for chefs to reinvent breakfast menus and excite customers by using ham in creative, innovative ways.

Chefs have to be careful to avoid having tunnel vision with ham; it's easy to be susceptible to the assumption that ham is best as a single-use item that gets carved and served up. Chefs also have to avoid using ham as a simple "add-on" ingredient. Dicing it up and adding it to an omelet is tired and boring. Ham has just as much potential as bacon and sausage to star as the central focus of breakfast dishes – restaurant operators just have to stretch their creative thinking a little.

Take a look at how the chefs on the 2017 Smithfield Advisory Board used ham to create inspired breakfast dishes that would certainly attract consumer attention.

¹ Datassential Menu Trends, 2017



The Breakfast Monte Cristo

by Chef Michael Ponzio

Thick-cut French toast, topped with mustard, a ham steak, melted Swiss cheese, sunny-side-up egg, pineapple salsa and arugula.



Ham Steak Stack

by Chef Amanda Downing

Cornbread topped with two crispy ham steaks, red eye gravy, scrambled eggs, arugula and shoestring potatoes.



Breakfast "Ham" Burger

by Chef Pete Balodimas

Ham steak burger patties, cheese, fried egg, dijonaise and bread and butter pickles.

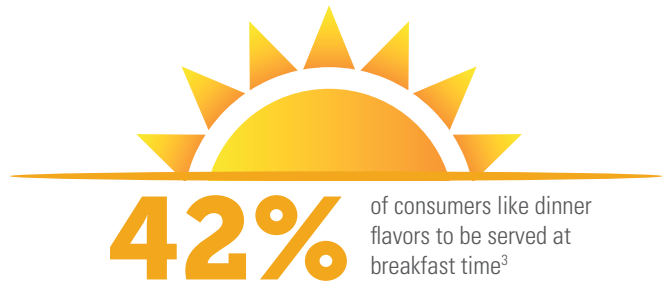
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Consumers Are Craving “Brinner”

Last year, 72% of adults expressed a strong interest in foodservice establishments serving breakfast dishes all day.² This year, consumers have flipped this idea on its head, demanding more “brinner” or “dinner for breakfast” applications to be served in the morning.



What does dinner for breakfast look like? Most operators are probably familiar with the breakfast burrito concept, which takes the traditional dinner application of steak or chicken, cheese and beans, and morphs it into the breakfast daypart, usually featuring the additions of bacon or sausage and eggs.

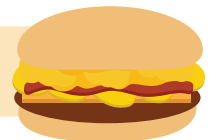
This year, the “brinner” concept will stretch the limits even further. Items like breakfast burgers, breakfast pizzas and savory omelettes (think BBQ pulled pork) will star as specials on breakfast menus.

62% OF CONSUMERS ARE INTERESTED IN BREAKFAST BURRITOS⁴



49% OF CONSUMERS ARE INTERESTED IN BREAKFAST PIZZA⁵

45% OF CONSUMERS ARE INTERESTED IN BREAKFAST BURGERS⁶



BELOW IS A CREATIVE RECIPE IDEA FOR A BREAKFAST FLATBREAD THAT ENCAPSULATES THE “BRINNER” CONCEPT:

BREAKFAST CAPICOLA FLATBREAD



- | | |
|---------------------------|--------------------------------|
| 6 oz. pizza dough ball | 1/4 cup diced roasted tomatoes |
| flour for rolling | 1 egg |
| 2 oz. ricotta cheese | 3 slices capicola |
| 4 basil leaves, chopped | 1/2 cup arugula |
| salt and pepper, to taste | 1 oz. Parmesan, shaved |

Preheat grill or oven to 375°F. Dust pizza dough with flour and roll into rough oval or rectangle shape (approx. 1/8” thick). Combine ricotta cheese with basil leaves and season with salt and pepper. Spread ricotta-basil mixture on pizza dough, leaving 1/2” crust. Add roasted tomatoes to pizza and spread evenly. Grill (or bake on sheet tray) for approximately 4 minutes. Crack egg onto center of dough and bake for 6-8 more minutes or until egg is cooked through and crust is brown. Top with capicola, arugula and shaved Parmesan.

² Technomic Away-From-Home Breakfast Report, 2016
³ Datassential Foodbytes Breakfast Keynote Report, November 2016
⁴⁻⁶ Datassential Menu Trends Keynote, Breakfast 2016

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2017: Year of the Breakfast Sandwich

According to AF&Co's 2017 Trends Report, the "Dish of the Year" is the breakfast sandwich. Restaurants are taking this classic favorite and elevating it to new heights – even Michelin star restaurants are getting on board.⁷ This trend bodes well for pork – the most popular proteins used in the breakfast sandwich are bacon and sausage, and breakfast sandwiches are the most frequently purchased breakfast item overall, besides coffee.⁸

The popularity of the breakfast sandwich is likely tied to the rising demand for grab-n-go breakfast options among consumers. Interestingly, breakfast is most prevalent at limited-service restaurants: Fast-Casual operations see a breakfast penetration of 66% and QSRs see a penetration of 58%.⁹

Breakfast is Getting Spicy

Ethnic-inspired breakfast items (like pork chorizo scrambled eggs) are the 6th hottest food trend in 2017.¹⁰ Ethnic dishes that are especially popular this season include huevos rancheros, shakshuka and chilaquiles,¹¹ all of which are applications that either star pork or can be easily adapted to include pork. Carnitas have been particularly outlined as a notable ingredient that will frequent ethnic breakfast dishes this year.¹²



HUEVOS RANCHEROS

The foundation of the dish is composed of corn tortillas topped with fried eggs and a tomato-chile sauce. Refried beans, rice and guacamole are usually dished up on the side. Jazz it up by incorporating spicy pulled pork.



SHAKSHUKA

Traditionally made with eggs poached in a sauce of tomatoes, chili peppers, onions and cumin, consider adding ground pork for the perfect protein punch.



CHILAQUILES

This dish is made with lightly fried corn tortillas, cut in quarters, topped with salsa or mole. The tortillas simmer in the sauce until they become soft, and then tender, slow-cooked pork is usually added. The whole dish gets garnished with crema, cheese, onion and avocado.

7 AF&Co's Restaurant and Hospitality Consultants 2017 Trends Report

8 Technomic Away-From-Home Breakfast Report, 2016

9, 11-12 Datassential MenuTrends Keynote, Breakfast 2016

10 NRA "What's Hot" 2017 Culinary Forecast