



Eggs On The Menu

Quarterly Report June 2023

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REPORT HIGHLIGHTS

Key Facts

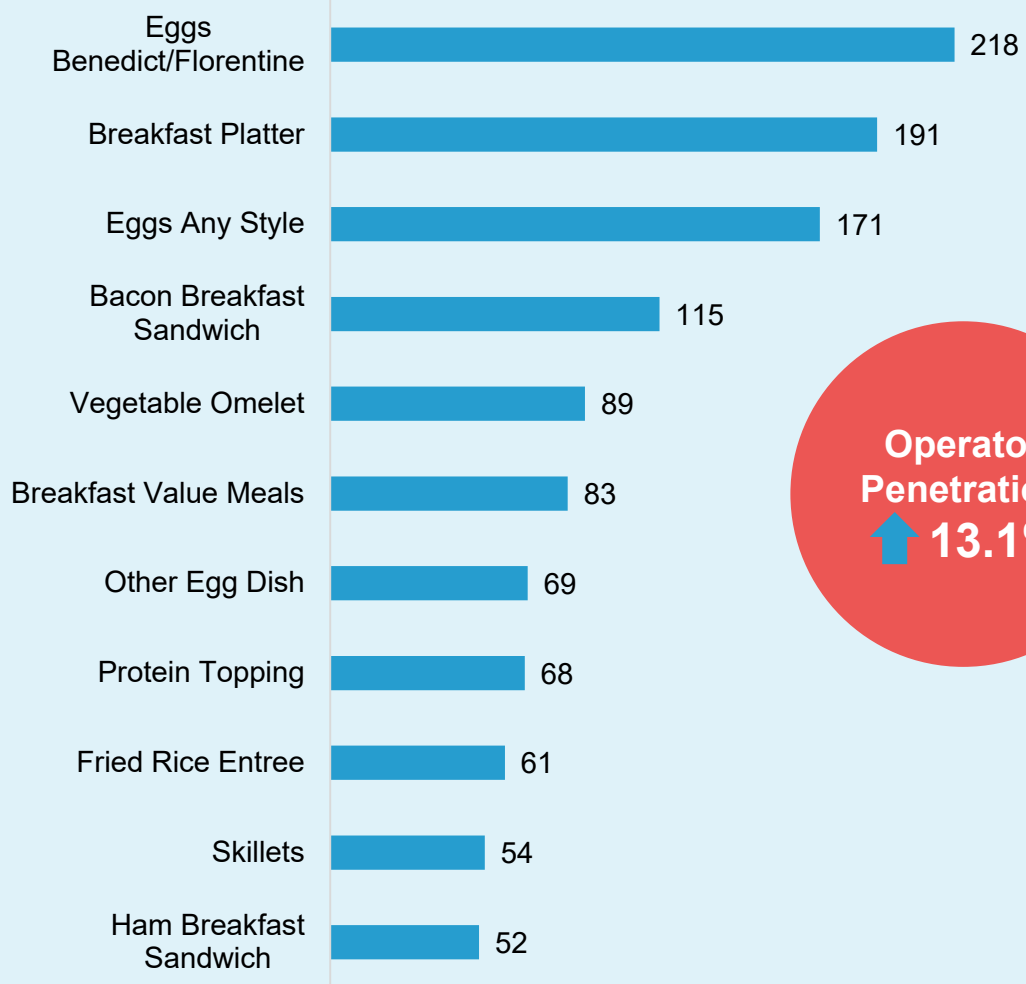
Utilization on Menu

Trending Menu Applications

PREPARED FOR

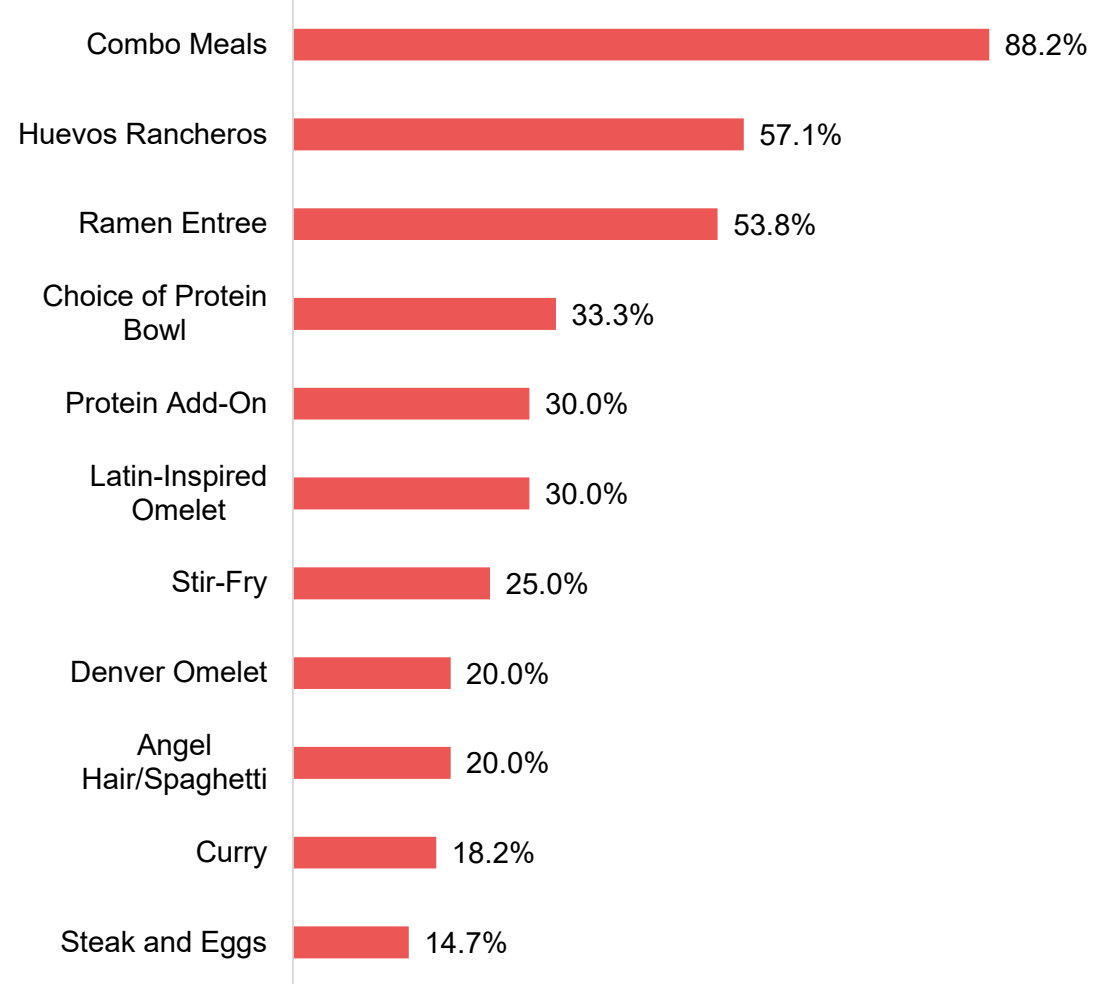


TOP EGG DISHES
(OVERALL INCIDENCE)



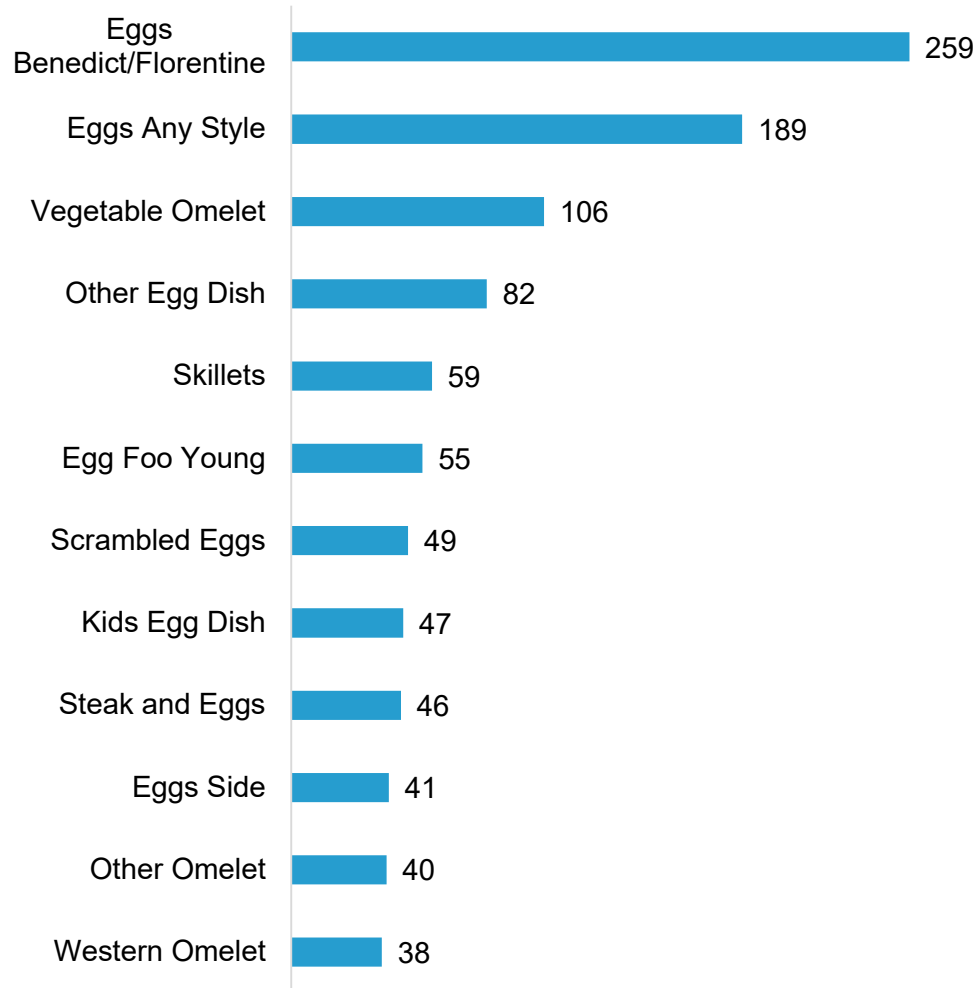
Operator Penetration
↑ 13.1%

FASTEST-GROWING EGG DISHES
(CHANGE IN ITEM INCIDENCE)

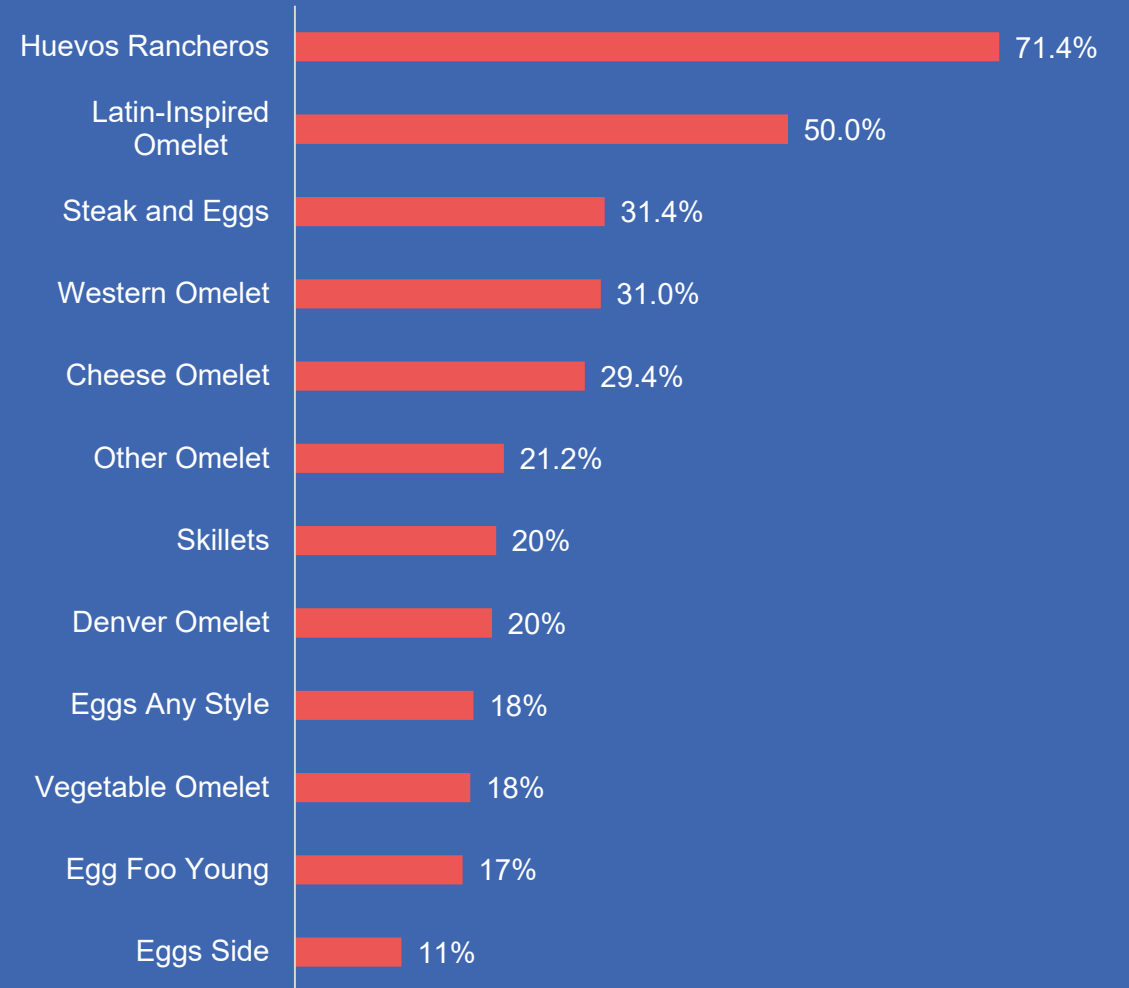


Base: 3,306 Menu Items across 438 operators
 Note: Items with fewer than 10 Q1 2023 incidences excluded from fastest growing data
 Source: Technomic Ignite Menu, Q2 2022-Q2 2023

TOP DISHES WITH EGGS AS AN INGREDIENT
(OVERALL INCIDENCE)



FASTEST-GROWING DISHES WITH EGGS AS AN INGREDIENT
(CHANGE IN ITEM INCIDENCE)



Base: 1,283 Menu Items across 150 operators
 Note: Items with fewer than 10 Q1 2023 incidences excluded from fastest growing data
 Source: Technomic Ignite Menu, Q1 2022-Q1 2023

Driving Excitement

Limited-time offers featuring Egg Dishes

Duck Confit And Bacon Benedict

Ben & Florentine (Pictured)

Duck confit and duck bacon, Swiss cheese and a mix of Hollandaise sauce and pure maple syrup. Served with 2 poached eggs, on your choice of English muffin or bagel, with our famous home fries and fresh fruit.

Cheeseburger Omelette

IHOP

Black Angus beef, American cheese, Jack and Cheddar cheese, onions, diced tomatoes and pickles, hash browns, ketchup and mustard.

Egg White And Roasted Red Pepper Egg Bites

Starbucks

Cage-free egg whites prepared using the French “sous vide” technique, with creamy Monterey Jack cheese, plus spinach and fire-roasted red peppers.

Bacon And Broccoli Skillet

Perkins Restaurant & Bakery

Applewood smoked bacon, fresh broccoli, grilled red peppers, yellow onions and cheese sauce with two eggs served over crispy tots.



Base: (Time Period: Q1 2022 - Q1 2023)
Source: Technomic Ignite Menu national food trends data

Driving Excitement

Limited-time offers featuring Eggs as an Ingredient

Hero Certified Egg Burger

Hero Certified Burgers (Pictured)

Save \$1.46 on your Egg Burger every Monday.

Berry Bliss Pancake Breakfast

Denny's

Buttermilk pancakes with blueberries and topped with fresh strawberries and cream cheese icing. Served with eggs, hash browns, plus bacon strips or sausage links

The Croissant Egger

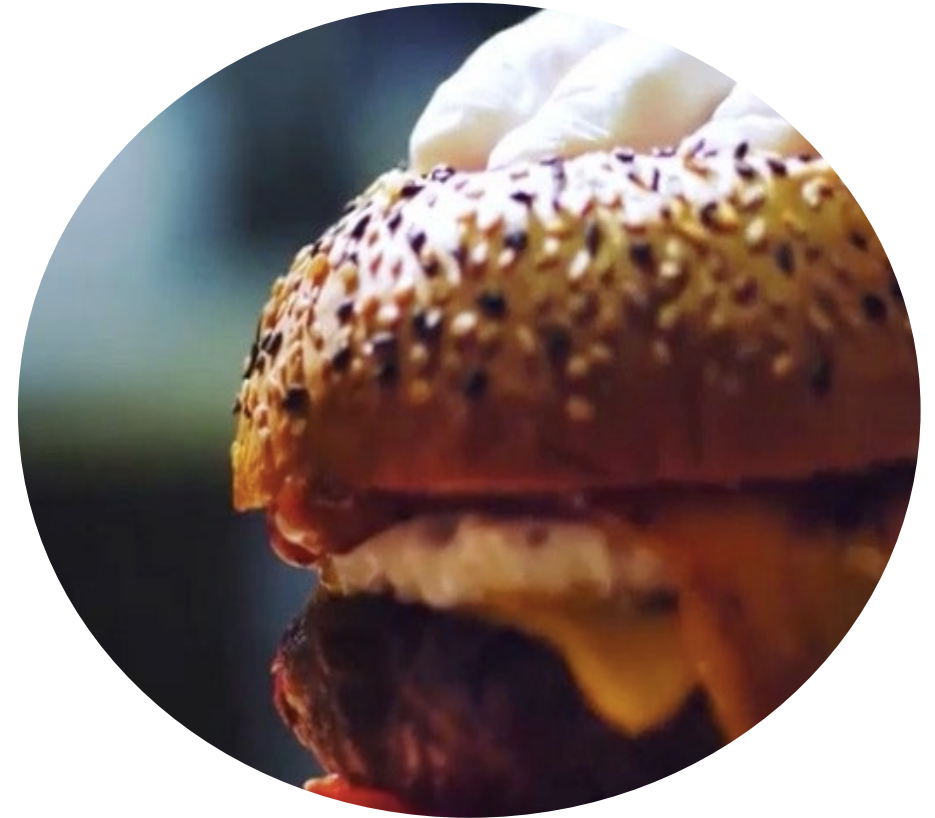
A&W Canada

Featuring fresh cracked egg, and cheddar cheese on a buttery and crispy croissant bun.

Spaghetti Carbonara

White Spot

Pancetta, green peas, spaghetti and creamy carbonara sauce topped with Parmesan, a soft poached egg and cracked black pepper.



Base: (Time Period: Q1 2022 - Q1 2023)
Source: Technomic Ignite Menu national food trends data

Key Themes on the Menu

Value remains important



Several value meals are appearing as part of the fastest-growing dish list at both limited- and full-service restaurants. As concerns of inflation increased in 2022, operators turned to value meals to draw in price-minded consumers.

Spicy heats up



Spicy flavours and items are trending across segments and dayparts. Spicy claims the top spot as the fastest-growing flavour on LSR breakfast menus, and LSR lunch/dinner menus are seeing the rise of their own spicy flavours, including Buffalo and peri peri. Meanwhile, FSR menus are featuring spicy ingredients such as chorizo at breakfast and Sriracha mayonnaise at lunch/dinner.

Breakfast gets a boost



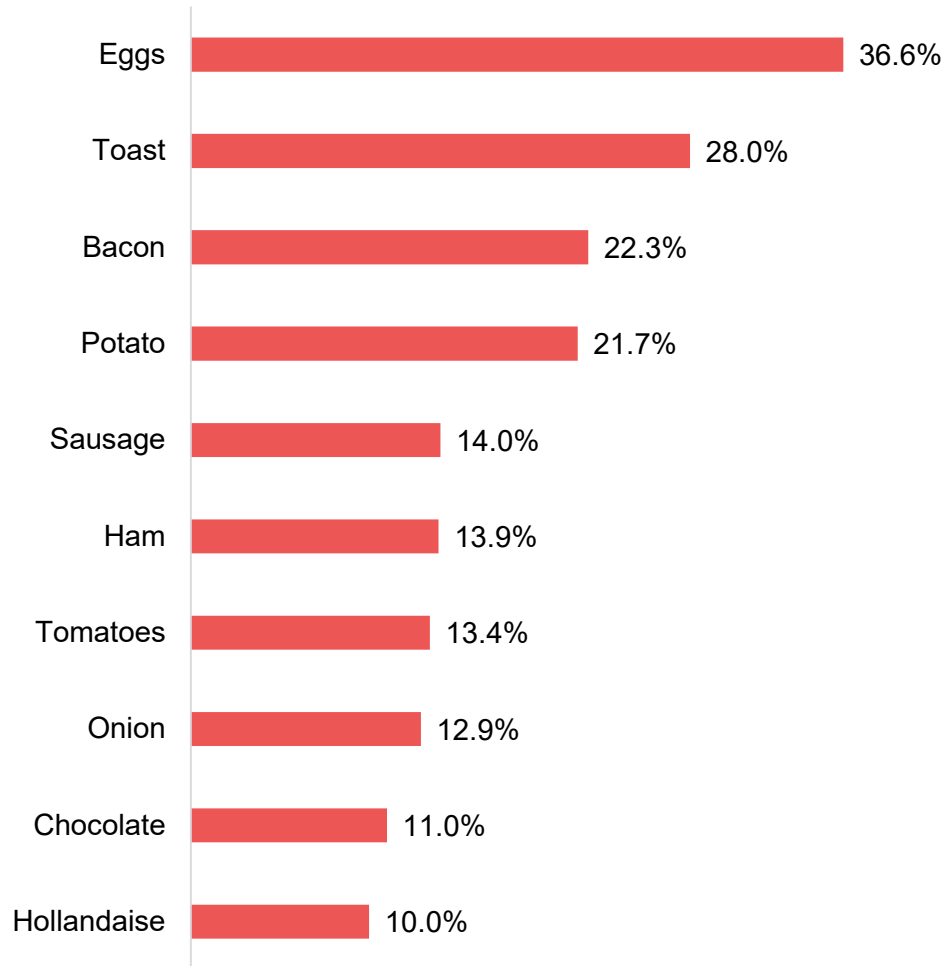
LSR breakfast items rose 9.4% over the past year, with notable increases in kids menus, entrees, add-ons and appetizers. Grab-and-go options, such as bacon or sausage breakfast sandwiches, are appearing frequently on these menus, but value-driven breakfast value meals and drink toppings—an add-on option—nab the top-two spots for fastest-growing LSR breakfast dishes.

Comforting classics

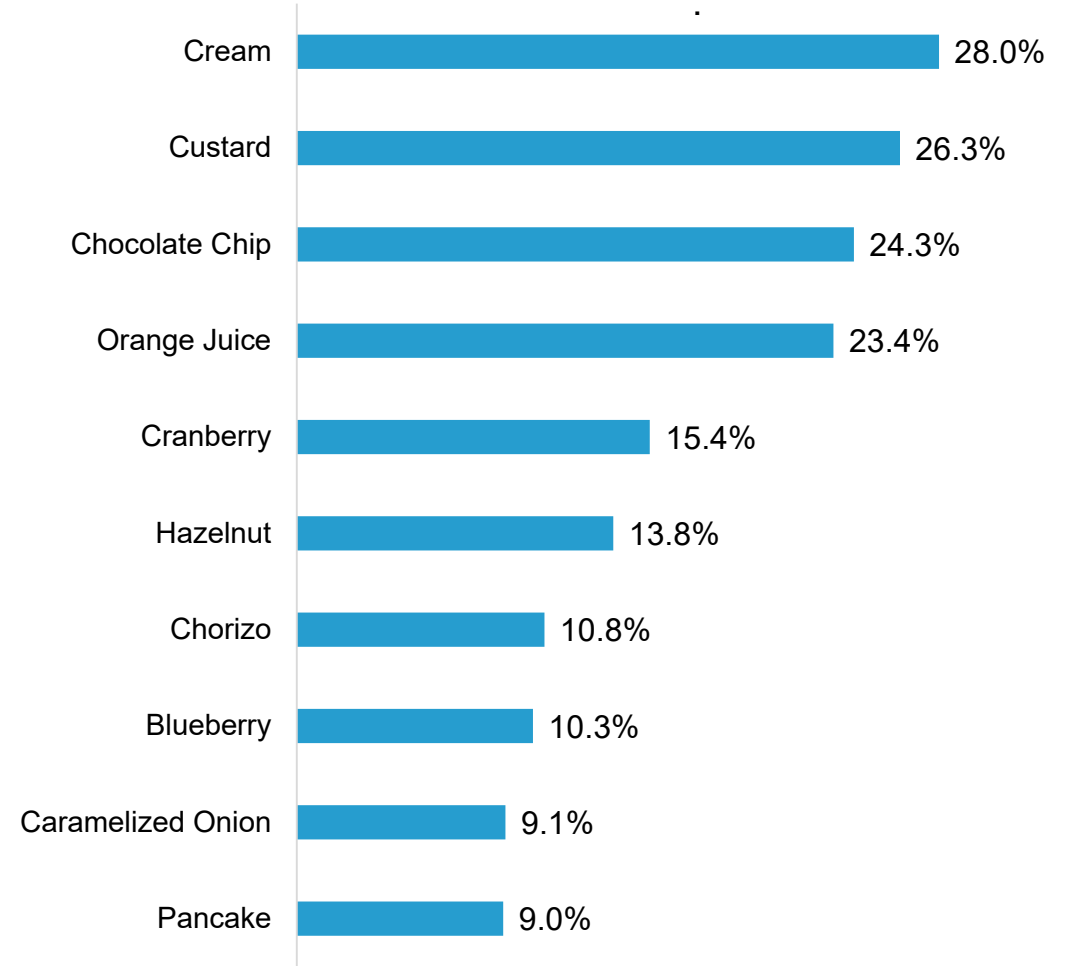


Among the fastest-growing dishes across dayparts and segments, a large majority are more basic dishes, including pancakes entrees, chicken bowls and protein add-ons. This suggests that operators may be turning back to the basics, relying on what consumers know and love. Another type of comfort comes in the form of indulgent preparations such as loaded, fried and cheesy.

TOP INGREDIENTS AT FSR BREAKFAST
(OVERALL INCIDENCE)



FASTEST GROWING INGREDIENTS AT FSR BREAKFAST
(CHANGE IN ITEM INCIDENCE)



Base: 1,980 menu items across 25 Canadian operators in Q4 2021-Q4 2022
Source: Technomic State of the Canadian Menu 2023



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