

JULY 2013

news from
EXPLORE
BEYOND BREAKFAST



Hot Trends:

"Egg whites have increased on restaurant menus by over 30% since 2008."

- Datassentials, MenuTrends, 2012

EGG WHITE VEGGIE BURGER

Attract new customers and grow profits this summer with fresh, healthy menu options. A whopping 66% of consumers consider the healthfulness of a menu when choosing a restaurant and egg whites are helping restaurants feed this growing demand.*

This Egg White Veggie Burger recipe tops a grilled black bean burger with creamy hummus, roasted red peppers, spinach and soft scrambled Papetti's® egg whites to make an incredibly satisfying, better-for-you option. Pair it with sweet potato fries or fresh veggie sticks for an "al fresco" special that's hard to resist.

[Get the full recipe or download the pdf here.](#)

MENU IDEAS: Perfect for summer lunch and dinner.

OPERATORS: Commercial Restaurants, Business & Industry, Lodging, Healthcare, College and University

**Mintel Breakfast Trends Report, February 2012. Datassentials, MenuTrends, 2012*

Featured Products



**Easy Eggs®
Liquid Egg Whites
#91820**

[Product Specs \(PDF\)](#)



July Foodservice WINSights: Egg-Whites

More and more operators are featuring egg whites on their menus - 32% more since 2008!

- Egg Whites boost check averages. Generally, restaurants charge \$1 more to substitute Egg Whites.
- Consumers report that Low-Cholesterol and High Protein rank among the 5 most important nutritional criteria when choosing a healthy meal at a restaurant.

[Click here to read more: July WINSights report. \(PDF\)](#)

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