

BREAKFAST

“According to Kantar Worldpanel, there are a staggering 19.3 billion breakfast occasions every year in the UK, a figure that has increased by 0.5% in the last year and 2% since 2014, as consumers enjoy breakfast away from home as an eating out occasion. A casual breakfast at any time of the day is now enjoyed by many people, providing great sales opportunities coffee shops and cafés in particular,” says Rhian Hawkings, marketing controller at independent delivered wholesale company Creed Foodservice (www.creedfoodservice.co.uk).

“As well as traditional morning goods such as pastries, muffins and Viennoiserie and, of course, traditional English cooked options which consumers will enjoy at any time of the day, try American style waffles with maple syrup and fresh fruit, croissants filled with bacon and egg or bagels with smoked salmon and cream cheese. Many of these can be portable too – such as filled croissants or bagels – making breakfast to go easy to introduce on the menu. Hot deli sandwiches will also bridge the gap between breakfast and lunch for the ideal all day offering. For Breakfast-inspired dishes, try using waffles instead of bread or burnt ends brisket as modern take on a sausage sandwich. Interesting breads such as naan, dosas (pancake-like wrap) or roti will create some interesting breakfast sandwiches.

“Add in innovative ideas to appeal to health-conscious customers – gluten free dishes should now always be included alongside traditional products for example. A vegan-friendly breakfast menu and more substantial meals which cross over breakfast and lunch, such as on-trend buddha bowls or even breakfast salads will mean increased sales opportunities.

“Creed has worked closely with many caterers to develop a core list of products which can be used at breakfast or brunch time, many with freezer to plate solutions to simplify the offering and increase the efficiency of kitchen staff. Rather than buying in from many different suppliers, caterers can make life easier sourcing all their products, including quality, locally produced if they choose, breakfast items, through one supplier.”

“Eating out at breakfast and brunch, and the popularity of all-day breakfasts, has given café operators the opportunity to experiment and try new dishes,” agrees Dan Butt, MD of Nottingham-based baker Butt Foods (www.buttfoods.co.uk).

“As a producer of naan and other flatbreads, we commissioned celebrity chef Cyrus Todiwala to create a range of dishes using our breads, and one of the ideas he came up with was the full Indian – an Indian version of the full English. It’s



made using our large artisan sourdough naan, topped with baked beans seasoned with chilli and coriander, bacon, sausage and masala fried eggs, and is a great way to spice up an all-day breakfast menu. Or for something a little lighter, try a smaller naan, topped with eggs and bacon.

“Opting for unusual or unique breakfast menu items gives cafés the opportunity to serve something a bit different from their competitors. It also creates those all-important social media photo opportunities which help to promote venues.

“Breads are really versatile breakfast ingredients, as they can be rolled, folded or topped. Swapping the type of bread served in an all-day breakfast will alter

the taste, texture and look of a dish, so why not consider using something like a Baked Earth sourdough naan or flatbread to serve something special? They can be rolled, folded and topped, and are also suitable for take-out breakfasts too if used as a wrap and packed with eggs, bacon, sausage and other ingredients.”

There’s also a huge appetite for English breakfast muffins and American pancakes at the moment, feels Gordon Lauder, MD of frozen food distributor Central Foods (www.centralfoods.co.uk). “Sales of our KaterBake English Breakfast Muffins shot up by 41% in 2018 compared to 2017,” he reports. “If stacked on top of each other, all the muffins we sold in 2018 would measure seven and a half times as tall as Mount Everest, making a phenomenal muffin mountain!”

Sales of the company’s American Pancakes have also soared – going up by 32% in 2018 over sales for 2017, they note.

“This is why we have now launched a vegan version of the American pancake, to enable those who choose a plant-based diet to enjoy this rapidly growing breakfast option. An increasing number of people are opting for a vegan diet, so it makes sense for caterers to have items available that are suitable for their needs. Frozen vegan American pancakes are ideal for this,” says Gordon Lauder.

“There are various reasons why muffins and American pancakes are proving popular both with consumers and with foodservice professionals. In addition to being easily and quickly defrosted and warmed according to demand, they’re a hugely versatile product, which can be conveniently served at various meal occasions throughout the day.

“The obvious time is during breakfast and brunch – both of which are eating out occasions that are growing, with a big rise in the ‘all-day breakfast’ option. But they can also be topped with a range of sweet and savoury items to create menu options with various price points at all times of the day as the blurring of traditional day parts

ITALIAN BRUNCH

Available every Saturday from 11am, Francesco Mazzei has launched a brand new pasta brunch at his Savile Row restaurant, Sartoria, featuring brunch-inspired twists on classic Italian pasta dishes to provide the perfect fuel for Saturdays spent strolling through Mayfair, he poposes.

His take on the classic Eggs Royale sees the traditional muffin replaced with a crispy pasta rosti and topped with the usual smoked salmon, poached eggs and Hollandaise sauce. There’s also Sartoria’s popular spaghetti carbonara, whilst the *Cresta l’uovo* sees a freshly made ravioli filled with a perfect runny egg yolk centre. As no brunch menu is complete without avocado these days, Sartoria has also incorporated this into a creamy and zesty Avo, shrimp, Amalfi lemon and *tagliolini* gratin topped with poached eggs. And to complete the full pasta brunch experience, there is an elegant sweet pasta dish of deep fried *tortello* filled with marsala *zabaione* and chocolate sauce.

