



# Taste & Trends

EDITION 24 | SEPTEMBER 2023



## Better Breakfast

# Meet the Away From Home Chef Thomas Leo

In essence, chefs are the embodiment of creativity, dedication, and innovation in the culinary world. Their positive outlook, tireless pursuit of excellence, and ability to create memorable experiences make them not only masters of the kitchen but also cherished members of our global community. And what better way to draw in their loyal food fans than to start with breakfast.

Many chefs have a deep appreciation for breakfast dishes. Breakfast foods can be incredibly diverse, allowing chefs to showcase their creativity and culinary skills. From classic breakfast staples like eggs, bacon, and pancakes to more elaborate creations like gourmet omelets, innovative cereal concoctions, and unique twists on traditional morning meals, chefs get inspired to craft delicious and visually appealing breakfast dishes. Additionally, breakfast offers a chance for chefs to experiment with flavors, presentation, and different cultural influences. Whether it's a hearty and savory breakfast or a delicate and artistic one, chefs often enjoy the opportunity to start the day with a delightful culinary experience. I love to start my day with an easy and fulfilling breakfast option like cream cheese smeared on a fluffy toasted bagel. Cream

cheese is a versatile ingredient that can add richness and flavor to a variety of dishes. Its importance

in breakfast has always been typical, but its wide variation in use opens doors to a whole range of culinary possibilities that can bring breakfast dishes to many diverse and flavorful levels. Chefs and home cooks alike might use cream cheese creatively to add a unique touch to their breakfast creations.

I love to use it for its texture and creaminess, making it an adaptable and attractive ingredient to use in both sweet and savory applications. It adds richness and smoothness that enhances the overall texture of various dishes. It can be used to balance out sweetness in desserts, provide a tangy note in savory dishes, or create a flavorful base for spreads and dips. I'm a big fan of using cream cheese to thicken and enrich sauces and soups as well.

Overall, cream cheese serves as a valuable ingredient in a chef's toolkit—its versatility can elevate a variety of dishes from both a taste and aesthetic perspective.



## Blueberries and Cream French Toast Bake

Head to [page 4](#) to check  
out Chef Tom's recipe!

# Insights

**88% of consumers are interested in trying something new in the morning.**

DSM Report

**Breakfast appears on 25.8% of all menus.**

Technomic Breakfast Consumer Trends Report 2021

**Eggs are the top ingredients paired with Breakfast, at 22.2%.**

Technomic Breakfast Consumer Trends Report 2021



## Top 5 dishes at breakfast

Technomic Breakfast Consumer Trends Report 2021

**Eggs Benedict/Florentine  
6.1% Growth From Last Year.**

**Breakfast Platter  
14.9% Growth From Last Year.**

**Eggs Any Style  
14.2% Growth From Last Year**

**French Toast Entrée  
16.2% Growth From Last Year.**



**Cream cheese at breakfast appears on 29.3% of all menus.**

Datassential Breakfast Report 2021



**78% of consumers love or like cream cheese.**

Datassential Flavor 2023

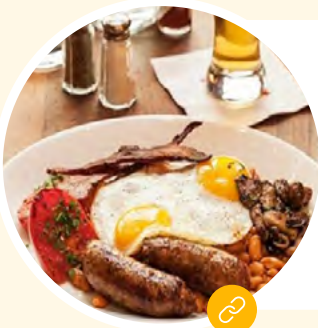
# Menu Inspiration



## **Bee Golden French Toast**

Batter and Berries Breakfast – Chicago, IL

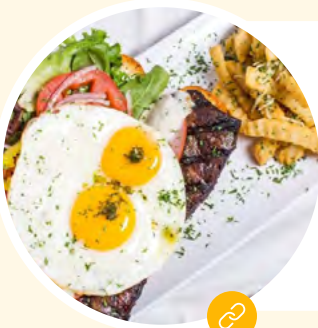
Honey and spice battered French toast topped with real honeycomb, organic bee pollen, gold coated chocolate chips and finished with golden honey crème (with honey liquor!)



## **Full English Breakfast**

Balthazar Restaurant – New York, NY

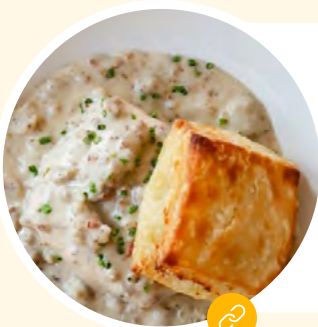
Two eggs, bacon, beans, sausage, mushrooms, tomatoes, and fried bread.



## **Signature Argentinian Beef Sandwich**

Aster Farm and Table – Katy, TX

French bread, outside skirt steak, fried eggs, ham, cheese, lettuce, & tomatoes served with fries.



## **Sausage Gravy and Cheddar Breakfast Biscuit**

Willa Jean – New Orleans, LA

Grandma's sausage gravy served with warm cheddar biscuits.



# In the News

Catch up on what's happening in the industry.



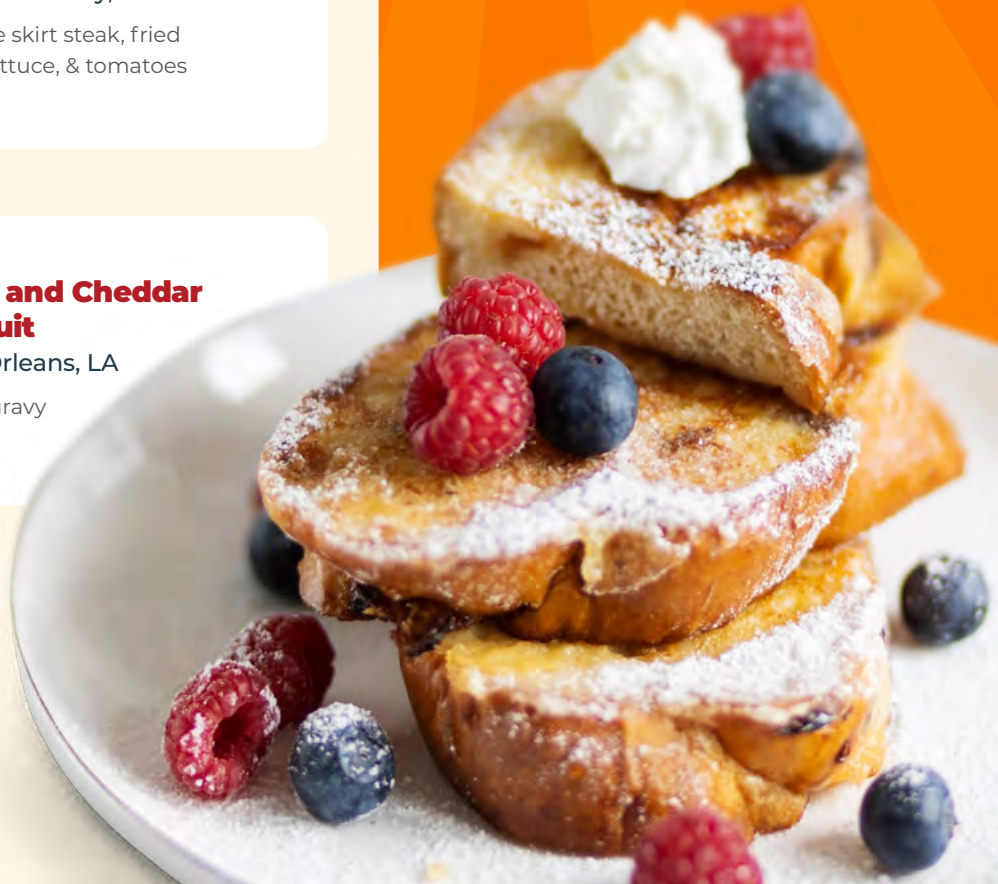
**Why restaurants are shifting their attention back to local marketing**



**The 10 biggest restaurant chains in America by estimated sales per unit**



**How rent and the economy are impacting restaurants' margins**



# Blueberries and Cream French Toast Bake

Yield: 20 servings

## INGREDIENTS

White Bread	36 slices
PHILADELPHIA Cream Cheese, room temp	32 oz
Fresh or Frozen Blueberries	4 cups
Powdered Sugar	½ cup
Eggs	20
Milk	3 cups
Vanilla Extract	4 tsps
Maple Syrup	2/3 cup
Granulated Sugar	2 cups
Corn Starch	4 Tbsp
Water	2 cups
Butter	2 Tbsp

## FRENCH TOAST BAKE INSTRUCTIONS:

1. Spray 2 9x13 pans with baking spray.
2. Cut the bread into cubes. Evenly spread half of the cubed bread between the prepared pans, pressing down slightly.
3. In bowl of a stand mixer beat cream cheese and powdered sugar together. Drop the cream cheese mixture by the spoonful evenly over the bread layer, spreading if desired. Top with 2 cups of blueberries and the remaining bread.
4. In a large bowl, whisk together the eggs, milk, vanilla, and maple syrup. Pour over the entire casserole. Cover with cling wrap and place in the refrigerator overnight.
5. Remove from the fridge 30 minutes before baking and preheat the oven to 350°.
6. Remove cling wrap from casseroles and cover with foil.
7. Bake for 30 minutes, remove the foil, and bake an additional 25-30 minutes until center is set.
8. Allow to cool slightly before serving.

## BLUEBERRY SYRUP INSTRUCTIONS

1. While the casserole is baking, prepare the syrup. In a medium saucepan combine sugar, corn starch and water. Bring to a boil, stirring occasionally.
2. Once it reaches a boil, simmer for 3-4 minutes until thickened. Add in blueberries and butter and simmer for 10 more minutes.
3. Pour syrup over entire casserole or individual portions.

## PHILADELPHIA Original Cream Cheese 10021000616005 – 3 lb, 6 count

Made with 5 simple ingredients, PHILADELPHIA Cream Cheese sets the standard for quality. With its smooth texture and versatility in the kitchen, it is sure to be a staple ingredient in recipes across the entire menu.

