

# What's For Breakfast in 2018?

## Enduring Trends vs. Fading Fads in America's Top Food Chains

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Bacon isn't healthy. Sushi isn't "safe". Every marketing survey completed in the past 10 years has clearly stated that "Healthy" is a key attribute in consumer's food choice decision making. A recent survey (*DSM Food Specialties*) confirms that belief and offers the following statistics:

- 69% of Consumers prefer Healthy over "cheap" foods.
- 65% of Consumers prefer Healthy over "tasty" foods.
- 65% of Consumers prefer Healthy over "indulgent" foods.

Despite these insights from the general consumer, both foods are mainstays of the average American's restaurant menu experience. How can this contradiction be true?

The most successful food companies in the world have figured out a little secret. Consumers don't always eat what they "say" they want. Apparently – as in politics – the surveys are often wrong.

### Forecasting Food Trends – Science or Magic?

Every global QSR multi-unit powerhouse (e.g., *McDonald's*, *Burger King*, *Yum Brands*, etc.) share something in common with the world's largest food processors (e.g., *Nestle*, *Tyson's Conagra*, etc.).

And it's not just that they all use real time, cloud-based temperature and process measurement systems to ensure quality and safety.

Every one of these industry giants has a trend-predicting member on staff. Some have more than a few of these crystal ball-gazers trying to help propel a company to the top of the food-trend ladder. The top global players in the industry have corporate chefs in senior positions helping to predict what next year's consumers trends will be.

So, how does a corporate chef predict what tomorrow's customers are actually going to buy?

It all starts at the top. Most enduring food trends begin in high end, white tablecloth restaurants. These tier-one eateries tend to be coastal-based or in major cities. The best and most popular trends then migrate to the fast-casual chains, (e.g., *Olive Garden* or *Cheddars*). From there, only the best of the best menu items rise to the top quick serve chains. (e.g., *Panera*) Finally, after perhaps a year or more, the big food processors will begin manufacturing versions for supermarket consumers.

Obviously, the sooner a company can recognize the next big global hit the better!





## Emerging Menu Items

So, what are trend-setting, cutting-edge restaurant chefs putting on breakfast menus in 2018?

According to *Food & Wine Magazine*, almost 70% of high-end chefs are saying that “international inspired” breakfast items are a very hot trend.

Menu items such as South American Chorizo Sausage Eggs or Coconut Milk Pancakes are customer fan-favorites. Vegetable-centric breakfast items such as Avocado Toast or Exotic fruit (e.g., Acai sorbet) bowls with granola are more of an emerging trend. “Grab-n-Go” bowls of all kinds are making the jump from one restaurant tier to the next on the menu trend ladder.

*Quaker Oats* has cracked the code as to what consumers really want vs. what they say is most important. When a consumer says healthy menu items matter more to them than tasty, less healthy options, perhaps they mean menu choices that are more wholesome, rather than nutrient rich.

## Food Safety and Brand Protection

*Quaker* knows that safety is first and foremost. Every week there is a newsworthy foodborne-related outbreak that triggers a national recall of produce or prepared foods.

These outbreaks are a CEO’s worst nightmare and recalls directly affect consumer attitudes about food choices and this quickly translates potential brand destruction. The bottom line is product recalls cost companies’ money. *Lots of it.*

The solution is to be proactive in preventative measure. *Quaker* uses Cooper-Atkins wireless technology to monitor and facilitate proprietary processes to absolutely ensure the safety and wholesomeness of their products. From that rock-solid foundation *Quaker* creates on trend consumer products such as *Overnight Oats*.

These items are delicious, convenient and provide the *halo of health* that today’s consumers are choosing – not just talking about.

## Why is an Environmental Monitoring Solution Important?

Processing facilities that invest in a temperature monitoring system benefit in some of the following ways:

- Reduces/eliminates manual labor
- Streamlines the collection of environmental data
- Provides custom reporting
- Complies with the new FSMA laws and FDA rulings
- Maintains more stringent food temperature controls

As a trusted brand in the food industry, Cooper-Atkins (recently acquired by Emerson) continues to push the boundaries of new-age technology by developing innovative and HACCP-compliant, wireless monitoring products, such as *EnviroTrak™* and *NotifEye™* that meet its customers’ needs.

Today’s Millennials are picky. They are very aware of what goes into their bodies. “Healthy” ingredients will get a consumer to buy a product once, but it still has to meet the taste-test requirements of something that they enjoy eating. Tomorrow’s next breakfast super product will be a perfect balance of healthy, delicious and safe.

