

BETTER IN A BOWL

Serve an item in a bowl, and it takes on a new persona. Food in a bowl is comforting, fun, versatile, easy to eat, easy to serve, and to some – even better tasting. Because of this, multi-layered, multi-textured meals-in-a-bowl are trending with both diners and operators. BONUS: Bowls are well-suited for both dine-in and off-premise.

A basic breakfast menu can be refreshed with a ‘bowled’ modern approach. Bowls lend themselves to creativity and a variety of ingredients.

ENDLESSLY VERSATILE

- Make beautiful signature bowls with local and or seasonal ingredients
- Vary bases – use vegetables, grains, beans, greens, etc.
- Vary egg preparation styles – scrambled, poached, fried, soft boiled
- Give bowls a “healthy” halo – use lots of veggies, limit carbs
- Mix up proteins – from sausage to seafood and everywhere in between
- Go global – elevate with ingredients and flavors from around the world
- Simple to assemble; easily customizable



ANCHOR WITH EGGS

Eggs not only offer nearly universal appeal, they’re a great base ingredient for bowls, as well as being an exceptional topper.

- **On the bottom** – scrambled eggs are a perfect base for a breakfast bowl. With their neutral flavor, they blend well with other ingredients. And a base layer of eggs can remain plain or serve as a blank canvas for flavorings from sauces and seasonings to veggies and cheeses.

Additional benefits –

- High in protein, nutritious.
- Portable and hold well.
- Customizable with choices of meat, plant-based protein, veggies, shredded cheese, sauces, herbs, spices, etc.



TEXAS HILL
COUNTRY
HASH BOWL

- **Over the top** – When eggs top a bowl, they add to its visual appeal and flavor profile. In this instance, bases can be any variety of ingredients – grains, greens, lentils, stews, veggies – the possibilities are vast.

Additional benefits –

- When broken, a beautifully placed fried or poached egg on top of a bowl becomes a rich, flavorful sauce.
- Grains, greens, and veggies used as a base lend themselves to more options incorporating global flavors.
- Artfully made bowls can be offered as brunch menu items.



BREAKFAST
PANZELLA
BOWL



TIP: OFFER PREMIUM INGREDIENTS

(Like avocado/guacamole, smoked salmon, roasted mushrooms) for an upcharge. **Provides customization options while increasing check totals.**

BOWL MUST-HAVES

Create bowls with a variety of flavors and textures to cater to all types of customers.

THOUGHT STARTERS

- Use scrambled eggs as the base. Offer any breakfast burritos on your menu with a bowled option. (Low-carb diners will appreciate this.)
- Start with grains as the base – they’re a nutritious, neutral flavor profile upon which to build.
- Cater to vegetarians with a bowl with greens as a base.
- Consider adding a heartier bowl, using a soup or stew as the base.
- Incorporate a variety of trending ingredients like avocado, pickled red onion, spicy sauces, mole, etc.
- Offer global varieties, such as Mediterranean, Persian, or Mexican. In fact, Shakshuka is one of the fastest-growing breakfast menu items. It’s easy to prepare and a great global option.
- Obviously, anything “instagrammable” – a beautiful bowl shot from the top is a great addition to your menu. Consider a deconstructed bowl like this bibimbap.



BOWLED & BEAUTIFUL SIGNATURE ITEMS

Three things are essential in creating craveable bowls: flavor, texture, and color. Global bowl variations are a great way to cover all three and set your restaurant apart with a unique signature item.

ON-TREND INGREDIENT IDEAS

	MEDITERRANEAN/ MIDDLE EASTERN/ AFRICAN	ASIAN	LATINO	EUROPEAN	REGIONAL AMERICAN/ CANADIAN
SAUCE (ON TOP OR AS PART OF BASE)	Greek Yogurt; Hummus	Teriyaki; Tikka Masala	Salsa Verde; Pico de Gallo	Hollandaise Tomato Sauce; Aioli	BBQ; Sausage Gravy; Deviled Egg
VEGETABLES & FRUITS	Eggplant; Roasted Red Pepper	Bok Choy; Mushroom, Spinach	Avocado, Tomatillo;	Roast Cauliflower; Arugula	Kale; Fried Green Tomatoes
GRAINS, PULSES, STARCHES	Couscous; Chickpeas	White and Brown Rice, Lentils	Quinoa; Black Beans	Polenta; Potatoes (mashed)	Grits; Beans; Potatoes
CHEESE	Feta; Labneh		Cotija, Queso Fresco	Pecorino; Goat Cheese	Pimento Cheese; Cheddar Jack
CRUNCHY/ TEXTURE	Toasted Pepitas; Pistachio	Crispy Noodles; Pickled Vegetables	Toasted Pepitas; Pickled Red Onion	Toasted Pepitas; Pickled Red Onion	Fried Onion; Tater Tots
FLAVORS, TOPPINGS & SEASONINGS	Balsamic Vinegar; Za'atar;	Kimchi; Dashi	Cilantro; Tajin	Truffle; Caviar	Old Bay Seasoning
ADDITIONAL PROTEINS	Chicken; Lamb; Falafel	Chicken; Fish; Beef	Chorizo; Flank Steak; Shrimp	Smoked Salmon; Prosciutto;	Fried Chicken; Sausage/Bacon/ Ham; Lobster
BREADS/ TOASTS	Flatbreads	Naan	Arepa; Tostada	Brioche; Baguette	Biscuits; Cornbread
EXAMPLES	Shakshuka	Bibimbap	Migas; Chilaquiles	Breakfast Salad	Biscuits & Gravy; Poutine