Prep & Build

Ideas to enhance your off-premise menu offerings.

Tips & Tricks

Fried eggs can be formed easily to the shape of a bun, biscuit, or croissant. Be sure to fry the egg enough, so the yolk is firm and cooked to over-medium. (Runny eggs are messy in a handheld.)

Vary different bread carriers to give consumers a choice: English muffin, biscuit, croissant, or bagel.

Cook frittatas in sheet pans in advance. Then heat them to order as sandwich fillings to improve efficiency and reduce customer wait times.

Compressing sandwiches on the top and bottom heats them through more quickly and helps hold all the ingredients together.

When designing an egg sandwich, fried egg is most common and medium is just right. **But omelets are great for sandwiches too.** Make them to order or prep “sheet pan” omelets in advance and cut into portions, folding in inclusions as requested.

To-go bowls are easy to offer. Just layer ingredients in bowl, top with a perfectly poached egg; then use a sauce and some garnish for a beautiful, portable, satiating meal

Cooking eggs sous vide (or under vacuum) in a bag isn’t very attractive, so consider cooking in a jar instead. They hold well for a long time and are packed ready for off-premise delivery or pickup.

Scrambles pack a lot of protein and hold ingredients together at the same time.

Serve a burger (customer dinner favorite) for breakfast and **top it with an egg to make it a perfect breakfast item.**

Baking eggs in formats like quiches and frittatas are convenient for both your staff and customers, because they can be prepared ahead, and they are easily portable.

Use multifunctional eggs to hold breadcrumbs onto breaded/fried product and also emulsify sandwich spreads.

© 2020 American Egg Board. All rights reserved.

the INCREDIBLE EGG

Flavor

Ideas to enhance your off-premise menu offerings.

Tips & Tricks

Use premium meats like Iberico ham, BBQ brisket, or pork belly to make your sandwiches stand out from the competition.

Veggies add color and flavor to a sandwich. Roasting them removes some of the moisture from a sandwich.

Breakfast burritos are popular on-the-go options, and a great protein-packed, flavor-rich way to start the day.

Bowls are ripe for creativity. Use any variety of ingredients on the bottom and then top with an appropriate egg preparation. Start with grains, greens, or rice. Then a fried, poached, or scrambled egg on top. Offers variety or customization.

Over easy fried eggs topping bowls become a sauce when the yolk is broken, and the ingredients are mixed together, adding delicious flavor and creamy richness.

© 2020 American Egg Board. All rights reserved.

the INCREDIBLE EGG

Packaging

Ideas to enhance your off-premise menu offerings.

Tips & Tricks

To help with saucy items you don't want to leak in transit, use wrap that is foil on one side and wax paper on the other. **It helps keep items hot during transport and protects against leaks.**

Perforated foil keeps sandwiches warm while letting steam escape to avoid sogginess.

Packaging that is stackable (like bowls), recyclable, and reheat-able in the microwave wins.

Bundling and Family Meals are going to remain popular. Consider offering them because it's a great way to get a high dollar purchase for your operation. Be sure the Family Meal kit is easy to order, contains everything needed for the meal, and has a value to the family to purchase versus preparing at home.

- ***Right price***
- ***Complete with everything needed***
- ***Hassle-free: Portable and easy to serve and enjoy.***

© 2020 American Egg Board. All rights reserved.

the INCREDIBLE EGG