

modern brunch
TRENDS
Don't miss out on the brunch boom!
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Future Featured Article



Modern Brunch Trends

Don't miss out on the brunch boom!

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Future Module



Modern Brunch Trends

Capture consumer interest with innovative brunch fare. [Learn More](#)

BETTER together

Maximize the menu potential behind brands that were meant to be together

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A POWER LINEUP

Browse our deep portfolio of market-leading Kraft Heinz brands. ▶

KFS WR0316 WEB PANELS
HOME Module #2

CANADA'S MOST LOVED KETCHUP*



*Ipsos, Brand Equity Deep Dive, December 2015

A National Favourite

Heinz Ketchup is the brand preferred by consumers in Canada and worldwide. Give them what they want. [Learn More](#)

KFS WR0316 WEB PANELS
HOME Module #3

NEW!



Kraft
DRESSINGS

NEW: Kraft Cilantro Lime Dressing

Try the newest addition to our market-leading lineup—a tangy vinaigrette with a spicy kick. [See More Dressings](#)

SALAD SEASON ESSENTIAL

Take advantage of your member access to this back-of-house guide to on-trend greens.

[DOWNLOAD THE PDF HERE ▶](#)



KFS WR0316 WEB PANELS
KH EDGE Carousel #1



Read our most recent culinary article -
Modern Brunch Trends

KFS WR0316 WEB PANELS
KH EDGE Carousel #4



Featured recipe:
Grilled Double-Cheese Sandwich

CAEN HOME PAGE:



#1: HL
Smoked Salmon & Poached
Egg Sandwiches



#2:
Cheddar Melt BLT 'N Egg



#3: HL
Warm Harvest Bean Salad



#4:
Spicy Thai Sweet Chili
Burgers



#5:
Power Salad



#6:
Mango-Cucumber Salad



#7:
Panini Florentine



#8:
BBQ Chicken, Caramelized
Onions & Arugula Flatbread



#9: HL
Green Papaya Salad with
Sesame-Lime Chicken Satay



#10:
Carrot Cake Balls

CAFR HOME PAGE:



#1: HL
Sandwichs au saumon fumé
et aux œufs pochés



#2:
Sandwich BLT aux œufs avec
cheddar fondant



#3: HL
Salade tiède de haricots frais



#4:
Burgers épicés au chili doux à
la thaïlandaise



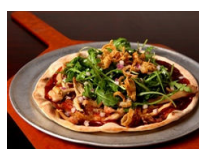
#5:
Salade robuste



#6:
Salade de
concombre-mangue



#7:
Panini à la florentine



#8:
Pain plat au poulet barbecue,
aux oignons caramélisés et à
la roquette



#9: HL
Satay au poulet et salade de
papaye verte



#10:
Boulettes de gâteau aux
carottes

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Modern Brunch Trends

Don't miss out on the brunch boom!


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Brunch is breaking foodservice boundaries, gliding from the formal-buffet standby to casual, flavour-forward menus. Today, brunches are global, comfort-driven, boozy and social. Classic omelet stations have been supplanted by Bloody Mary bars that offer trendy garnishes such as beef jerky, Sriracha shrimp and BBQ sliders. Eggs Benedict have been upgraded, adding toppings such as harissa hollandaise with a finish of za'atar spices.

Millennials are driving brunch innovation, looking to the weekend as a way to blow off steam, hang out and maybe experiment with global flavour mash-ups. The opportunity to capture this hugely important demographic is significant in this space. Another bonus to the modern brunch trend? It has doubled its potential, moving beyond Sundays into Saturdays. Datassential, which tracks menu trends, reports that the number of restaurants offering brunch grew by 14 percent from 2011 to 2015.

Adding the right menu mix is key to brunch-time success. We've pinpointed a few dishes that we think present opportunity for distinction, hitting the sweet spot of familiarity while adding just the right amount of flavor innovation.



Huevos Rancheros 

3 Ways to Tap into Brunch

1 EXPAND YOUR HOURS

Restaurants that already offer brunch could **build business with simple changes** such as expanded days or hours. As fewer consumers live 9-to-5 lifestyles, there is a growing interest in brunch fare on Saturdays, weekdays and in the afternoons or evenings.

2 EVOLVE YOUR MENU

Consumers' definitions of appropriate foods for breakfast or brunch are broadening. Adding **regional or ethnic items** can help build excitement and incremental sales.

3 ELEVATE YOUR BEVERAGE MIX

Consider adding a wider variety of **fresh fruits, juices or smoothies** to boost consumer perceptions of freshness—and sales.

Source: Technomic, Inc.

3 Brunch Superstars



Smoked Salmon Benedict

Eggs Benedict

This brunch classic is getting serious attention. Chefs are switching out traditional Canadian bacon for chorizo or pork belly, for example. They're swapping the standard English muffin for corn cakes, savoury biscuits or brioche.

But the easiest pathway to menu distinction, and the component getting the most play here, is the hollandaise.

Our chefs offer a few ideas, relying on **Kraft Bistro Sauce** for its creamy texture with undertones of Dijon mustard, horseradish and garlic.

CHIPOTLE BISTRO HOLLANDAISE

- Kraft Bistro Sauce
- + chipotle
- + orange marmalade

MEDITERRANEAN BISTRO HOLLANDAISE

- Kraft Bistro Sauce
- + sun-dried tomato
- + oregano

SRIRACHA BISTRO HOLLANDAISE

- Kraft Bistro Sauce
- + Richardson Ultimate Sriracha Sauce
- + soy sauce

Benedict 2.0

“I just worked up a Benedict that featured **black bean cakes** topped with poached eggs, **pork carnitas** and **Kraft Bistro Sauce**—a perfect upgrade for modern brunch menus.”

JOSEPH BARIN, U.S. CORPORATE CHEF



Buffalo Chicken Hash

Hashes

Traditionally served at breakfast with a base of potatoes topped with cheese, vegetables and eggs, hash offers a great platform for creative brunch-friendly dishes. Comforting, filling and familiar, the condiments served with the hash offer one of the best ways to create signature brunch experiences. Modern brunch is all about the sociable, shareable vibe.

Consider adding a ketchup bar to let your guests choose from customized ketchups—perfect for modern hashes or any other potato-based brunch dish.

FIVE SIGNATURE FLAVOURED KETCHUPS

1. Heinz Ketchup + harissa
2. Heinz Ketchup + Kraft BBQ Sauce
3. Heinz Ketchup + curry powder
4. Heinz Ketchup + ginger
5. Heinz Ketchup + Richardson Ultimate Sriracha Sauce



Hash 2.0

“I recently played with hash in our kitchens here and landed on this: **roasted red potatoes** tossed with **pastrami**, grilled onions, **Richardson Ultimate Smoky Barbecue Sauce** and a **fried egg** on top.”

BARRY MILES, U.S. CORPORATE CHEF



Chorizo & Egg Breakfast Tacos

Brunch Tacos



For modern brunches, tacos offer the perfect bridge between breakfast and lunch...and between familiar and adventurous. A hit with millennials, tacos are the new breakfast sandwiches. Chefs today are looking beyond traditional Latin builds and saying “anything goes” when it comes to tacos: eclectic, global mash-up, veg-centric—all find a perfect home here.

The sauce on a taco is what makes it craveable. Our chefs devised a few creative signature sauces that work their magic when drizzled over a brunch taco.

SERRANO-RANCH TACO SAUCE

- Philadelphia Cream Cheese
- + Kraft Rancher's Choice Dressing
- + serrano peppers

SPICY CILANTRO TACO SAUCE

- Philadelphia Cream Cheese
- + fresh cilantro
- + lime zest
- + hot sauce

GOCHUJANG TACO SAUCE

- Philadelphia Cream Cheese
- + milk
- + gochujang

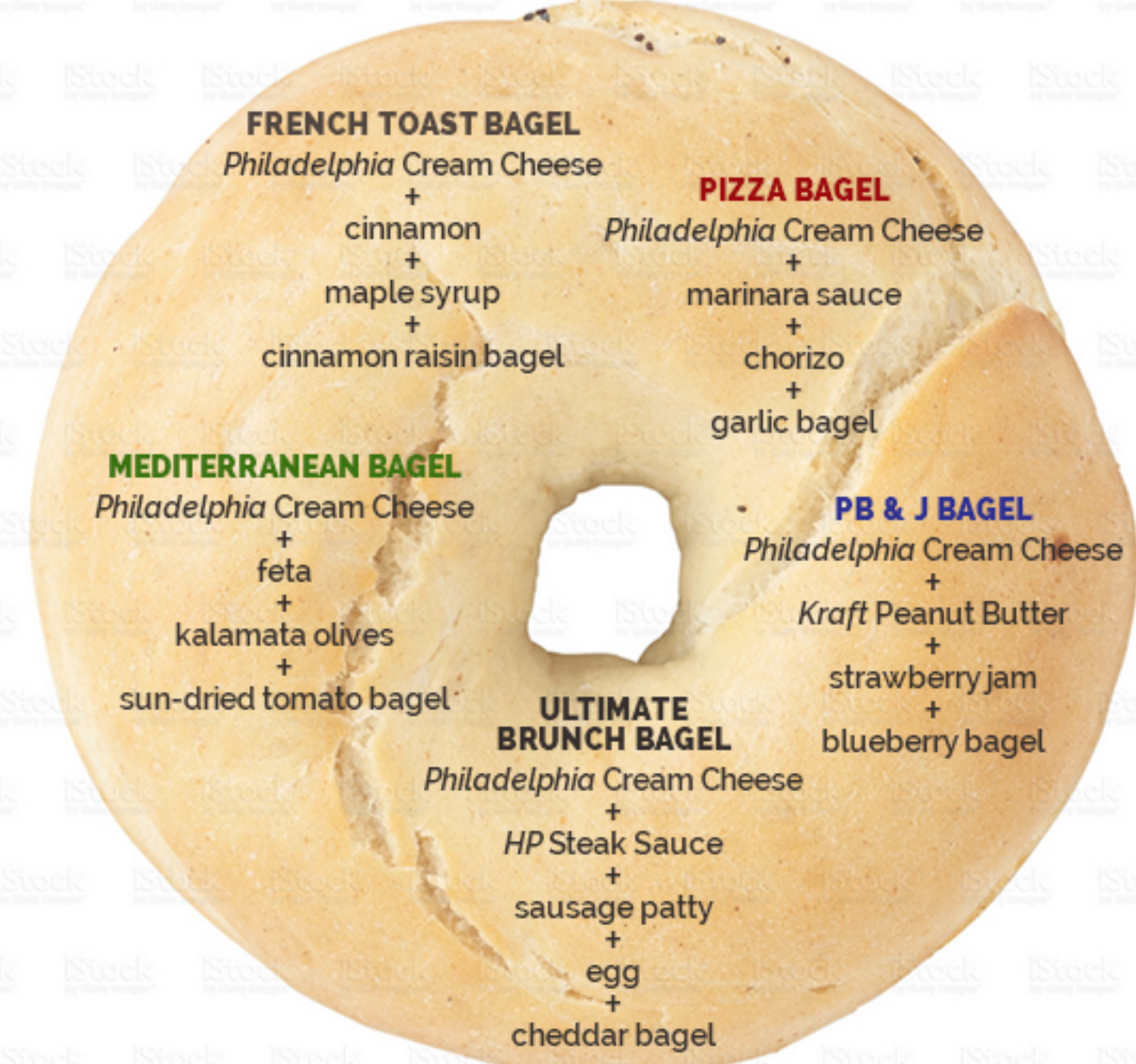
ON THE HORIZON



Look out for **CHILAQUILES**, the next iteration of Latin-themed breakfast/brunch items. These “**BREAKFAST NACHOS**” see fried tortilla chips and red or green salsa simmered until the flavors meld. Queso fresco, a fried egg and maybe avocado slices finish this craveable dish. They're getting lots of play on menus in the U.S., so much that they're poised to take the torch from breakfast burritos and tacos.

5 Easy Ways to Update the Classic Brunch Bagel

Bagels and cream cheese go together like brunch and Sundays. Modern cream-cheese-and-bagel builds take very little labour and are endlessly customizable. Start with **Philadelphia Cream Cheese**, the standard-bearer of quality and consistency.



FRENCH TOAST BAGEL

Philadelphia Cream Cheese
+ cinnamon
+ maple syrup
+ cinnamon raisin bagel

PIZZA BAGEL

Philadelphia Cream Cheese
+ marinara sauce
+ chorizo
+ garlic bagel

MEDITERRANEAN BAGEL

Philadelphia Cream Cheese
+ feta
+ kalamata olives
+ sun-dried tomato bagel


PB & J BAGEL

Philadelphia Cream Cheese
+ Kraft Peanut Butter
+ strawberry jam
+ blueberry bagel


ULTIMATE BRUNCH BAGEL

Philadelphia Cream Cheese
+ HP Steak Sauce
+ sausage patty
+ egg
+ cheddar bagel

6 Brunch-ready Recipes



Cheddar Melt BLT N Egg



Huevos Tot-cheros









Fig & Greek Yogurt Parfaits



Southwest Breakfast Bowl 



Huevos Rancheros 



Bacon-Maple Cinnamon Buns