

SHAPE UP YOUR MORNINGS

ENHANCE BREAKFAST MENUS WITH MUSHROOMS, THE CULINARY SUPERFOOD

Mushrooms' versatility means more uses and less waste, as they fit into any cuisine or daypart. An easy way to maximize usage is by menuing this culinary superfood at breakfast.

The breakfast daypart is experiencing the most growth and innovation in the foodservice industry, and fresh mushrooms can help enhance the flavor and nutritional profile of the hottest menu trends like ethnic-inspired dishes and breakfast pizzas.



Portabella Omelet with Portabella Bacon



Mushroom Chilaqueles
Chef Debbie Sharpe, Feast Restaurant + Bar, Chicago

THE RISE OF BREAKFAST

- Breakfast is the fastest growing daypart, accounting for nearly 60% of the restaurant industry's growth over the past five years.¹
- Nearly half of consumers surveyed (46%) say they would like to see full-service restaurants offer breakfast throughout the day, according to Technomic, Inc.
- Providing portable options for your customers is most important during the busy workweeks, as more than three-quarters of today's consumers (77%) purchase breakfast sandwiches sometimes or often during weekdays, compared to 73% in 2007.²
- A Food Channel study reports the rise of ethnic-inspired dishes at breakfast. Hispanic breakfast menus are especially popular, and European-style breakfasts are beginning to make their mark.³

START THE DAY OFF RIGHT

Breakfast is commonly referred to as the most important meal of the day, and 66% of restaurant-goers want to see healthier options on the menu. Furthermore, 40% said they select a restaurant based on its healthy breakfast options alone.⁴ Give your guests what they want by putting healthy dishes on your breakfast menus with mushrooms! Mushrooms can help to:

- **Maintain Healthy Weight** – Less than 20 calories per serving, fat-free and cholesterol-free.
- **Counterbalance Sodium** – Naturally low in sodium and rich in umami, which counterbalances saltiness, allowing for less sodium to be used while cooking.
- **Deliver Vitamin D** – The only fruit or vegetable with naturally-occurring vitamin D.
- **Supply Potassium** – White button mushrooms (stir-fried with water) offer more potassium per 100 gram serving than a small banana.
- **Provide Antioxidants** – A leading source of selenium and one of the best dietary sources of ergothioneine, both of which are antioxidants known for their role in immunity.



Mushroom and Egg Wrap

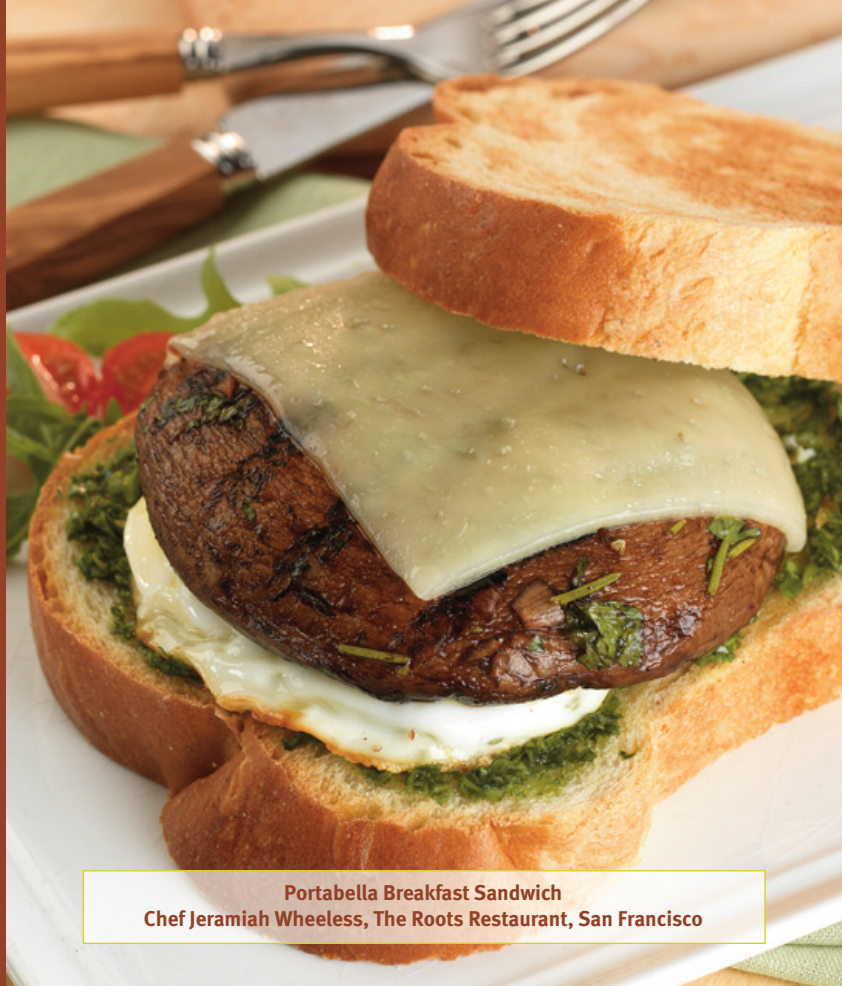
“Our breakfast menu is popular year round, but especially during the Spring-time brunch season. We know our guests want healthy, delicious breakfast items, and we often use mushrooms to keep the bold flavors without losing the healthfulness of our dishes.”

*Chef Debbie Sharpe,
Feast Restaurant + Bar
Chicago*

TOP OF THE MORNING: MUSHROOMS IN ACTION

Fresh mushrooms deliver a meaty, earthy taste that provides a robust mouthfeel, making things more flavorful. Try these ideas on your breakfast menu to replace or enhance the protein in a dish, and improve your satisfaction ratings today!

- Sub in mushrooms for bacon or sausage in breakfast sandwiches, providing a healthier and heartier option for the growing number of diners looking for meatless meals.
- Bake portabella strips smoked or seasoned with hickory sauce to create mushroom “bacon,” a nutritious accompaniment to omelets or other traditional breakfast items.
- Try the 80/20 approach by replacing 80% of chorizo with mushrooms in popular Latin breakfast items like chilaquiles, huevos rancheros or breakfast burritos. The result is a dish with less calories, less sodium, less fat, less cholesterol and less combined costs and more hearty vegetables and nutrients.
- Bulk up breakfast bowls, scramblers and omelets with mushrooms to serve up flavorful, satiating breakfast favorites. Both mushrooms and eggs are among the few natural sources of vitamin D, creating a win-win for all diners when coupled in dishes.
- Get creative by using portabellas as the base for your benedicts or top off your breakfast pizzas with shiitakes.



Portabella Breakfast Sandwich
Chef Jeremiah Wheelless, The Roots Restaurant, San Francisco



Smoked Paprika Crepe with Mushrooms and Brie
Chef Ralph Fernandez, Moshulu, Philadelphia

MUSHROOMS ON THE BREAKFAST MENU

Mushrooms are rich in umami, the well-known fifth flavor that makes foods more craveable. From fast-food to fine dining, they are a versatile accompaniment to any menu.

| Restaurant Type | Menu Item |
|--------------------|---|
| QSR | Breakfast Sandwich: Sausage, button mushrooms, egg and American cheese on whole wheat flatbread |
| Casual | Veggie Scrambler: A medley of portabella and button mushrooms, spinach, tomatoes and Cheddar cheese mixed together with scrambled eggs |
| Fine Dining | Vegetarian Croissant: Toasted baguette with melted Gruyere cheese, arugula, tomato slices, crimini mushrooms and one fried egg |



1 The NPD Group. *Breakfast Accounts for Nearly 60% of U.S. Restaurant Industry Traffic Growth Over the Past Five Years, and Continues to Be Bright Spot.* June 21, 2010.

2 Technomic, Inc. *Breakfast Consumer Trend Report.* 2009.

3 The Food Channel. *Top Ten Breakfast Trends in 2011.* February 2, 2011

4 *Ibid.*