THE BREAKFAST GUIDE

★ DELIVERING BREAKFAST, DRIVING FOOTFALL ★

"When our pubs are asking for menu support for their filled breads sections, New York Bakery Co is always on my list of recommendations. The products are great quality, authentic and the variety of products makes them very versatile. The real added benefit is the recipe support which is available too. It is invaluable in giving new and creative ideas for fillings, also giving a format which supports accurate costing and pricing."

Nicola Underwood, Food Business Manager, Daniel Thwaites Brewery

BAGELS FOR BREAKFAST

IT'S LONG BEEN SAID THAT BREAKFAST IS THE MOST IMPORTANT MEAL OF THE DAY, IN THE PAST YEAR, BRITS ATE AN EXTRA HALF A BILLION BREAKFASTS – A RISE OF 2.9%[1]. OPERATORS STAND TO MAKE BIG PROFITS AS A RESULT OF THE GROWTH OF BREAKFAST SALES.

As the breakfast market grows, so does consumer expectation. Whether it's dining-in or on the move; on-trend flavours, convenient formats and quality ingredients are key to a successful breakfast menu.

As the UK's largest authentic bagel baker, New York Bakery Co. is dedicated to helping you capitalise on the breakfast opportunity. That's why we've created this guide and packed it full of tasty recipes, advice and insight.

[1]Kantar, 52 w/e 17 May 2021

BAGELS & Breakfast

WHAT DO *Consumers* WANT?

THE FIRST MEAL OF THE DAY IS AN UNMISSABLE OPPORTUNITY. GETTING A BREAKFAST MENU RIGHT NOT ONLY REQUIRES EXCEEDING CONSUMER EXPECTATIONS, BUT PROVIDING BOTH ON-TREND AND TRADITIONAL OPTIONS THAT APPEAL TO YOUR DIVERSE RANGE OF CUSTOMERS.

To get breakfast right, it's crucial that you tap into the latest consumer trends. Providing a balance between 'better for you' options and indulgence is important, as is adjusting the menu to suit the audience. Consider upweighting the healthier options during the working week and ramping up the indulgence levels at the weekend.

Additionally, expanding the times in which you serve traditional breakfast items will be rewarded by your customers. As the lines increasingly blur between day-parts and consumers adopt ever busier lifestyles, a breakfast bagel will just as likely be snapped up at 7:30am as 11:30am!

TIME FOR BREAKFAST

DINING IN

BREAKFAST IS EVOLVING. IT'S BECOME A SOCIAL OCCASION, WITH MANY CONSUMERS OPTING TO SOCIALISE AT BREAKFAST DUE TO INCREASING TIME PRESSURES AND ITS PERCEIVED AFFORDABILITY COMPARED TO DINING OUT AT LUNCH OR DINNER. SO MUCH SO THAT THE GROWTH OF THIS DAY-PART HAS OUTSTRIPPED LUNCH AND MATCHES THAT OF DINNER.

Whether you're a casual dining outlet, a pub, a restaurant or a café, if your customers have chosen to dine in they have increasingly high expectations of their overall dining experience.

Speed of service, an exciting menu, taste and quality are high on customer agendas, but here are our top five tips to help give you that all-important competitive edge:

TOP 5

#1 CUSTOMISATION IS KING

THERE IS NO LONGER A ONE SIZE FITS ALL APPROACH TO A MENU

Customers expect to be able to tailor their dishes to personal preference. Giving diners the opportunity to customise their dishes will not only enhance customer satisfaction and encourage repeat business, but provide an opportunity for customers to trade up by offering additional toppings for an extra charge.

2 A little bit of EVERYTHING

BREAKFAST IS BECOMING A SOCIAL OCCASION, SO THERE'S A FANTASTIC OPPORTUNITY TO EXPAND YOUR SHARING PLATTER OFFERING.

Encouraging socialisation, dwell time and allowing customers to experiment with new flavour combinations, sharing platters are a great addition to breakfast and brunch menus and will allow you to charge a premium.

3 KEEP IT exciting

MENU FATIGUE BY CONSUMERS IS OFTEN A CHALLENGE. ADD A POINT OF DIFFERENCE BY INTRODUCING DAILY SPECIALS AND LIMITED TIME OFFERS TO ENCOURAGE CUSTOMERS TO KEEP RETURNING

4 HEALTH vs. indulgence

THERE'S A REAL DIVIDE WHEN IT COMES TO THE DESIRE FOR A HEALTHY AND NUTRITIOUS BREAKFAST AND ONE THAT OFFERS ULTIMATE INDULGENCE. BUILD A BREAKFAST MENU THAT APPEALS TO BOTH HALVES OF THE MARKET

5 Keep it SEASONAL

INCORPORATE SEASONAL AND LOCAL PRODUCE IN YOUR BAGEL FILLINGS AND TOPPINGS

Not only does this tell a great story and enhance your sustainability message, it can also help improve your bottom line and tap into the trends of the season.

BAGELS ON THE MOVE

Food-to-Go

DESPITE THE GROWTH OF BREAKFAST AS AN OCCASION, RESEARCH SUGGESTS THAT TIME PRESSED CONSUMERS ARE STILL ON AVERAGE ATTRIBUTING JUST EIGHT MINUTES A DAY TO BREAKFAST.

This means the food-to-go breakfast opportunity is not only huge, but customers have increasingly high expectations. Variety, taste and quality are important, couple these factors with convenient, hand-held, on-the-go-formats when planning your menus. Our five top tips can help you make the most of breakfast on-the-go:

TOP 5

1 ENJOYMENT

ENJOYMENT MOVED UP BRITS' PRIORITY LIST. IT WAS THE DRIVER BEHIND 69.8%* OF BREAKFAST SERVINGS IN THE SAME THREE-MONTH PERIOD, COMPARED WITH 69.1%* A YEAR EARLIER.

Warm breakfast sandwiches are an essential part of any breakfast offer to go. Bagels and Croll hold well in hot cabinets or can be heated on purchase.

2 MEAL DEALS

MEAL DEALS ARE A GOOD WAY TO DRIVE INCREMENTAL SALES AND OFFER CONSUMERS GREAT VALUE AT THE SAME TIME.

Pairing a breakfast bagel with a coffee is a great way to complete that New York breakfast experience.

*Source: Kantar

CONVENIENCE

CONSUMERS WANT TO BE ABLE TO GRAB AND GO AND ENSURE THEIR CHOSEN ITEM SURVIVES UNTIL IT CAN BE EATEN, WHETHER THAT'S ON-THE-MOVE OR AT THEIR DESK.

Convenient packaging is key as well as products that hold well in hot cabinets.

Something FOR everyone

GRAB AND GO OPTIONS NEED TO BE SUITABLE FOR A RANGE OF DIETARY REQUIREMENTS. VEGETARIANS AND VEGANS EXPECT THE SAME VARIETY AS THOSE WHO EAT MEAT

SOMETHING FOR LATER

PROVIDE A RANGE OF BREAKFAST OPTIONS THAT DON'T HAVE TO BE EATEN IMMEDIATELY.

Your customers may be making a purchase because it's conveniently on their route, but may not want to eat until a little later – so offering both hot and cold options will help ensure your bagel offering stands the test of time.

THE SWEET TREAT

Sweet Breakfast

CAPITALISING ON THE RECENT EXPLOSION AND CONTINUED GROWTH OF DESSERT-ONLY OUTLETS, YOU CAN GET CREATIVE WITH YOUR SWEET BREAKFAST BAGEL OFFERING.

Breakfast out of home is often seen as an indulgence, so sweet fillings offer a lot of scope for you to create a unique menu that can be influenced by customer favourites as well as the change in seasons.

#Number One

A GAME OF TWO HALVES

Sweet doesn't need to mean unhealthy

Fruit, peanut butter and honey are all great ways to let customers give in to their sweet tooth without being too indulgent.

THE BAGEL BAR

Number Two

Providing customers with their chosen bagel and allowing them to customise it with access to a range of sweet toppings is sure to be popular.

Allowing them to pile the toppings high for added indulgence or limit their calorie consumption by opting for healthier options will appeal to a wide audience and create more of an experience for customers.

OUR TOP TIP:

Our Crolls and Cinnamon & Raisin Bagels offer a great base to be creative. You can offer ultimate indulgence or strip it back to basics, either way your customers are guaranteed to leave having satisfied their sweet tooth.

RECIPE INSPIRATION

Theme Dining-in

Breakfast

BAGEL TARTINE

INGREDIENTS (Serves 1)

1 Original bagel
2 tbsp mixed seeds (pumpkin, sunflower)
1 avocado
4 plum cherry tomatoes, halved
Fresh thyme leaves
Lime juice
Salt and pepper
1 rasher back bacon, cooked, sliced and chopped

METHOD

Preheat oven to 200°C/ fan 180°C/ Gas 6.
Spread the seeds on a small baking tray and toast in the heatedoven for 8 minutes until golden.
Toss the chopped tomatoes in olive oil with fresh thyme leaves.
Mash the avocado, season and add a squeeze of lime juice.
Toast the bagel and spread the mashed avocado on each slice and sprinkle with half the seeds.
Top with the tomato, then bacon pieces and finish with the remaining seeds, serve open.

The toasted seeds offer added texture to this delicious bagel recipe.

This recipe is packed with high protein ingredients, perfect for customers looking for a breakfast post workout or to keep them feeling full.

Theme Dining-in

PROTEIN

BREAKFAST BAGEL

INGREDIENTS (Serves 1)

1 Multigrain bagel
2 slices smoked salmon
2 free range eggs
2 tbsp low fat cream cheese with chives

METHOD

Toast and lightly butter the bagel.
Spread the cream cheese and chives on the base and top.
Add the salmon slices to the base and top.
Add the soft poached eggs to each bagel half and serve open.

This vegan bagel is a delicious treat for customer looking for some plant based indulgence.

Theme Food-to-go

VEGAN FUEL TO GO

INGREDIENTS (Serves 1)

1 Original bagel
100 g BBQ jackfruit bacon
2 large flat mushrooms
Handful spinach leaves
½ tbsp BBQ sauce

TO MAKE JACKFRUIT BACON

2 tbsp light brown sugar
1½ tsp chili powder
1 tsp ground cumin
2 tsp hickory liquid smoke
1 can young green jackfruit in brine, drained

METHOD

Preheat oven to 190°C/ fan 170°C/ Gas 5.
Mix together the sugar and spices.
Cut jackfruit into 1/2cm (make small as ingredients) planks, and place on a lightly greased baking tray.
Brush lightly with hickory liquid smoke, and sprinkle with the sugar and spice mixture.
Bake until lightly browned and starting to crisp, 25–28 minutes.
Sauté the mushrooms until golden brown.
Mix the jackfruit pieces with BBQ sauce.
Toast and butter the bagel.
Add the spinach and mushrooms to the bagel base followed by the jackfruit pieces and bagel top.

Theme Food-to-go

BREAKFAST BAGINI

INGREDIENTS (Serves 1)

Multigrain bagel
3 free range eggs
2 slices swiss cheese
2 slices tomato
Salt and pepper

Please note: Cooking times vary. If reheating from chilled ensure filling is piping hot before serving

METHOD

Heat panini press according to manufacturer's directions.
Whisk the eggs with a pinch of salt and pepper and pour into a microwave-safe bowl.
Microwave on high for 45 seconds, stir.
Microwave until eggs are almost set, 30 – 45 seconds longer.
Butter both bagel slices and layer 1 cheese slice, followed by the eggs then tomato on the bagel base.
Finish with the final cheese slice and bagel top.
Grill in a panini press, on medium-high heat for about 2 minutes, until cheese is melted.

This recipes ticks all the boxes for a breakfast to go: easy to eat on the move, full of taste and served. Seeded and topped bagels are also preferred by customers out of home when choosing items at the FTG fixture.

Theme Something Sweet

Sweet Breakfast CROLL

INGREDIENTS (Serves 1)

1 Croll
1 tbsp cream cheese
2 tbsp blueberry jam

METHOD

Warm the Croll in the oven for 3 minutes or in the toaster for 1 minute.
Spread the cream cheese on the base.
Add the jam and Croll top.

This recipe is simple but effective with classic flavours that will transport customers state-side.

Once customers try this New York inspired recipe it will become one of their favourite sweet breakfasts.

Theme Something Sweet

SWEET BREAKFAST BAGEL

INGREDIENTS (Serves 1)

1 Cinnamon & Raisin Bagel
1 tbsp crunchy peanut butter
½ banana, sliced
5 blueberries

METHOD

Toast and lightly butter the bagel.
Top the base with peanut butter and add the banana slices and berries.
Add the bagel top.

GETTING BREAKFAST *Right*

Your customers want the very best bagel experience. That's why New York Bakery Co. uses a truly authentic recipe to create the UK's favourite bagels.

Ours are made with ingredients that are of superior quality, with tastes and flavours inspired by what we've found in the bakeries, delis and diners of New York City. We do not use artificial ingredients or flavours. Our bagels have a distinctive chewy outer layer and soft middle that your customers will love. Our recipe includes a natural enzyme that helps to ensure our bagels retain their authentic taste and texture even when filled and chilled. They'll keep their soft chewy texture even when refrigerated making them the perfect carrier for a variety of occasions. Topped, seeded and flavoured breads out of home are in high demand. That's why we've developed seven varieties for you to choose from alongside our Original bagel range:

★ ORIGINAL ★

- Original Bagel Sliced 115g
- Original Bagel Sliced 85g
- Original Bagel Thins Sliced 45

★ SOMETHING A BIT DIFFERENT ★

- Cinnamon & Raisin Bagel 115g
- Everything Bagel 115g
- Multigrain Bagel Sliced 115g
- Poppy Seed Bagel 115g
- Sesame Bagel 115g
- Croll Sliced 115g

Just like THE BEST BAGEL SHOPS AND DELIS IN NEW YORK...

Our bagels are dropped into boiling water before being transferred to the oven for stone baking. Our method takes a little extra time but guarantees chewy bagels with soft insides!

For more information, advice and inspiration,
visit **www.newyorkbakerycofoodservice.com**

linkedin.com/company/grupo-bimbo-uk-foodservice

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Jade Nina Sarkhel and Daniel Barnes