

May 2018

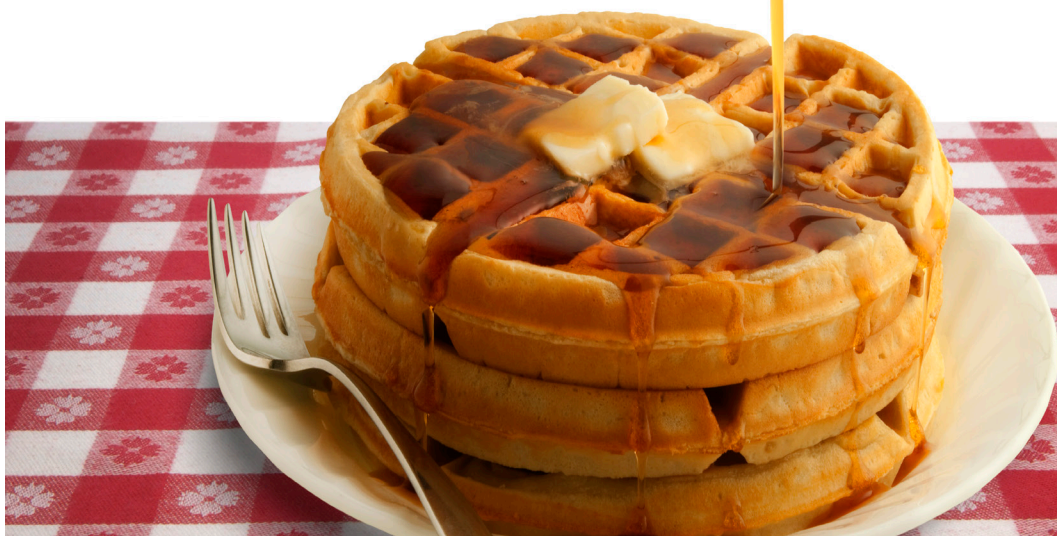
CULINARY SPOTLIGHT

Brunch, Not Just A Time Of Day

What is your brunch preference? Do you love to enjoy a lazy afternoon with a cup of coffee and luxuriously fluffy pancakes topped with barrel-aged maple syrup as you read the paper, or do you prefer a celebratory brunch with good company?

Brunch is not just a time of day; it is its own meal that can be consumed anytime – early or late, with family and friends, or by yourself. One of the defining characteristics of brunch is the expanded use of ingredients that are more commonly found in lunch and dinner offerings. This melding of flavors excites chefs, as it gives them a chance to be creative with their dishes. Brunch is a delicious juxtaposition of cool and warm, coarse and smooth, a delicious egg yolk spilling over a salad or inserted into your favorite burger build. It has even taken on more convenience oriented forms, away from the traditional tabletop buffet to high end hand held. This is an opportunity Newlyweds' chefs have been exploring because brunch is a meal and who's to say you won't want to take that meal on the go, as more and more consumers are doing these days. With that in mind, look through our recipes inside this issue for some trendy ideas you can take with you.

Modern recipe and menu development focus on flavor complexity – chefs and restaurants are going for exciting flavor pops and big visual appeal. In many cases, it is all about the Instagram photo op. So whether you are lifting a generous sized glass of a well-crafted mimosa made with fresh-squeezed orange juice, as brilliant in color as it is in taste, or perhaps a bold Bloody Mary with all the fixin's – like fried chicken pieces or sliders, today's brunch options are sure to wow and excite all your senses.



RECIPE

Strata Egg Custard Mix

Ingredients:

- 20 fl oz eggs-liquid or whole
- 10 fl oz half & half cream
- ¼ tsp cracked black pepper
- ½ tsp sea salt
- 1 pinch crushed red pepper

Directions:

1. Place all ingredients into a mixing bowl. Using a whisk, mix all ingredients together until well blended.
2. Place into cooler until ready to use.
3. Optional: Add in chopped fresh herbs.

Asparagus Roasted Red Pepper & Smoked Gouda Strata (makes 2)

Ingredients:

- ¾ cup NWF English muffins – toasted or grilled, cubed
- 2 Tbsp roasted red peppers-small dice
- 1 oz smoked Gouda cheese- shredded
- 3 Tbsp asparagus-grilled (cut into ½ inch pieces)
- 7 fl oz egg custard mixture (see above)

Directions:

1. Make egg custard mixture, set aside in cooler. Preheat oven to 300°F.
2. Prepare baking pan or ramekins by lightly buttering or greasing on bottom and sides of pan.
3. Place ½ cup of prepared English muffins into bottom of pan, followed by 1 Tbsp. roasted red pepper, 1 ½ Tbsp. asparagus, and ½ ounce smoked gouda cheese. Repeat for the second portion.
4. Using a measuring cup, pour egg mixture into baking cups. Use a toothpick or a wooden skewer to lightly mix ingredients in baking cup. This is to ensure the egg mixture gets mixed in throughout the baking cup and all ingredients.
5. Place baking pan into pre-heated oven. Bake for about 20 minutes or until custard is set (about 165°F). Remove from oven, cool slightly before removing from baking pan.



RECIPES

Corn Flake Fried Chicken & Waffle Sandwich

Ingredients:

- 1 (7 inch round) NWF waffle batter or store bought waffles
- 2 fried chicken thighs (coated in NWF corn flake breading)
- ¼ cup lemon lavender yogurt spread (see recipe below)

Directions:

1. Bread chicken thighs with cornflake breading. Fry chicken in 350°F fryer or in a cast iron skillet. Cook until golden brown and internal temperature of 165°F.
2. Make waffle using a 7 inch round waffle iron. When waffles are golden brown, remove from pan and place onto a cutting board. Cut waffle into 4 quarters or sections as outlined by the waffle iron.
3. Spread about 1 Tbsp of lemon lavender crème on both halves of the waffle.
4. Place the cooked chicken onto the bottom half of the waffle. Top with second waffle half, spread side down.
5. Optional toppings for the sandwich include a fried egg or crispy bacon.
6. Serve with a side of maple syrup.

Lemon Lavender Yogurt Spread

Ingredients:

- 1 cup Greek yogurt
- ½ cup goat cheese—room temperature
- 3 Tbsp honey
- 4 fl oz lemon juice
- 1 Tbsp lavender

Directions:

1. Place lavender into lemon juice, place into a cup or glass bowl. Heat mixture for 1 minute in microwave. Let steep for at least 1 hour.
2. Place Greek yogurt, goat cheese, honey and 2 Tbsp infused lemon juice into a mixing bowl. Mix well with a rubber spatula.
3. Place into cooler until ready to use.



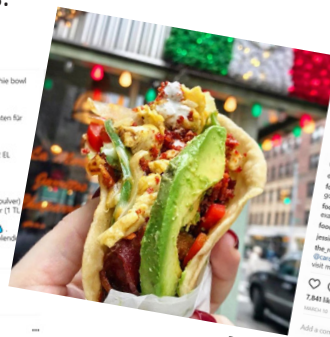
TRENDSETTERS

#WhatsForBrunch

In 2018, food aesthetics are more important than ever, largely due to the popularity of social media. Consumers want to document meals on their Instagram feeds, so they choose “Instagrammable” brunch restaurants that serve eye-catching food. Tasting good is not enough; there needs to be something special about a dish such as unique ingredients, innovative forms, or bright colors that dazzle. A search of the hashtag “brunch” on Instagram produces over 18 million results, proving high engagement with consumers. For restaurants, that means focusing on aesthetics could extend their reach to new customers through shared social networks and even media coverage. Many brunch Instagram pictures are taken outside of a restaurant, with consumers documenting their meals from sidewalks, parks, or wherever is most convenient for them. A testament to the popularity of portable “brunching.” See below for several popular Instagram #brunch items.



Activated charcoal smoothie bowl
@sugarberry



Breakfast Taco
@foodintheair.com



Turnstyle Underground Market, New York City
@thebreakfastchick



The Bagel Store, New York City
@thebagelstore

RECIPES

Shrimp Po' Boy Sandwich & Harissa Mayo

Ingredients:

- 1 NWF English muffin –toasted or grilled
- 2 ½ Tbsp harissa mayo (see recipe at right)
- ¼ cup lettuce (shredded)
- 3 tomato slices - Roma or Campari
- 3-4 oz breaded shrimp (fried)

Directions:

Place about 2 Tbsp. of harissa mayo on bottom half of English muffin. Place shredded lettuce on top of mayo, followed by 3 tomato slices. Place breaded shrimp over top of tomatoes. Use remaining harissa mayo to drizzle in a zig zag pattern over the top of fried shrimp. Place top half of muffin over shrimp.

Harissa Mayo Spread

Ingredients:

- ½ cup mayo (full fat)
- ¼ cup harissa sauce –mild

Directions:

1. Place mayo and harissa sauce into a mixing bowl. Use a whisk to mix ingredients.
2. Place sauce into container, cover, and store in cooler until needed.



Brunch In A Glass, Extreme Bloody Marys

For many, brunch would not be complete without a hearty beverage like a Bloody Mary. Its savory profile is a perfect pairing with many foods and some restaurants are even going so far as to include foods such as crab legs and fried chicken as Bloody Mary toppings, foregoing the need for an accompanying dish. It is literally brunch in a glass. According to Datassential, the Bloody Mary drink has a menu penetration of 33.4% and has grown +19.6% over the past four years.

Liquor.com stated that cocktails with a “wow factor” is an important trend of 2018. Here are a few of these “meal replacing” Bloody Marys we have seen or designed ourselves. So next time you are out to brunch, take a chance and order one of these masterpieces.

The Classic Veggie Mary

This Bloody Mary uses cheese cubes, cucumbers, peppers, cherry tomatoes and even baby corn. The sky is the limit for Bloody Mary toppings. Want an asparagus stalk? Throw it in there! Pearl onion? Why not? These toppings are typically skewered together and floating in the drink. For an even more creative twist, beef up your beverage by replacing the straw with a hollowed out meat stick.

Boss Hog Bloody Mary

This one is easy, just put anything pork related into the glass. Try everything from sausages, hard salami, bacon wrapped skewers, and Chicharrón, to a pork rind dust on the rim. *That Boy Good* barbecue restaurant in Oceanside, California takes this drink to the dinner table by dunking a few BBQ ribs into the glass and replacing a traditional cocktail salt rim with a BBQ seasoning rub.

Riding the Seven Seas

There are also some variations of Bloody Marys that use seafood as the finishing touch. One notable Ultimate Bloody Mary featured on *Pinterest* is topped with King Crab Legs. There are also Bloody Mary flavored shots paired with seafood such as Oyster Bloody Shooters or Ceviche Shots.

A \$50 Bloody Mary

At Newly Weds Foods we like to say “If it’s edible, it’s breadable!” *Sobleman’s Bar & Grill* in Milwaukee, Wisconsin seems to say “if it’s edible, put it on a Bloody Mary”. Their extensive menu of Bloody Marys are topped with a buffet of vegetables and cheese toppings, meat sticks, Jalapeño Sliders, a seven-ounce beer, or their signature bacon wrapped cheese balls. Their nationally known BLOODY BEAST includes all of these toppings plus an entire fried chicken. The price tag for the BLOODY BEAST is \$50, but it is equivalent to four of their standard cocktails.



RECIPE

Sweet Potato & Apricot Biscotti

Ingredients:

5 oz butter
 ½ cup granulated sugar
 ½ cup brown sugar, packed
 2 large eggs
 4 ½ cups All Purpose Flour (do not pack)
 ½ cup NWF Panko crumbs
 ½ tsp vanilla extract
 16 oz sweet potato-mashed
 1 tsp baking powder
 ¼ tsp black pepper
 ¼ tsp sea salt
 3 ½ tsp NWF Ras El Hanout seasoning blend
 ½ cup dried apricots (chopped) or golden raisins

Glaze:

2½ fl oz honey
 ½ tsp vanilla extract
 1 cup 10x confectioners sugar
 2 fl oz water
 1 tsp NWF Ras El Hanout seasoning

Directions:

1. Preheat oven to 325°F convection on medium fan. Lightly grease 1 large baking sheet. In a large bowl, using an electric mixer beat the butter until fluffy and pale yellow.
2. Add both sugars and beat until combined. Reduce the speed to low and add the eggs one at a time. Add the flour, panko, ½ tsp vanilla and sweet potato to the egg mixture and stir just until incorporated. Stir in the baking powder, black pepper, sea salt, Ras El Hanout seasoning and apricots until evenly distributed.
3. Turn the batter out onto a baking sheet. Shape into a log about 12 inches long and 4 inches in diameter. Bake the logs until the edges are golden, about 35 minutes. Let the logs cool for 10 minutes. Using a serrated knife cut the logs into slices ¼ inch wide. Carefully turn the slices on their sides and return them to the oven. Bake until the edges are golden, about 20-30 minutes more at 300°F.
4. Make glaze by mixing all glaze ingredients in a pot and heat on a stovetop, around 2-3 minutes, to help melt the sugar and concentrate flavors. Brush tops of cookies with glaze and put back in oven for 8-10 minutes.

Optional: Add in toasted pine nuts or almonds

MARKETVIEW

Breakfast – not just for breakfast anymore

America's love for breakfast has broken boundaries of time and space. Breakfast foods are consumed throughout the day, and the lines between what constitutes breakfast foods or lunch and dinner foods are melding together.

Maple syrup is a prime example of a breakfast flavor trickling into lunch and dinner. Though its 27.9% penetration on breakfast menus is still the highest among all day parts, it has grown to 2.5% on dinner menus and 3.9% on all day menus. Take for example the Southern favorite, chicken and waffles. It blends fried chicken, a traditional lunch and dinner food, with waffles and flavors of butter and sweet maple syrup.

The blending of breakfast and lunch/dinner foods has gone the other direction too. Brunch menus often offer both breakfast dishes like omelets alongside lunch dishes like burgers. Some recent menu offerings have gone a step further by introducing lunch and dinner ingredients into the breakfast format, especially in a handheld format. **Bojangles™** offered a Pork Chop Griller Biscuit Sandwich™ as a breakfast limited time offer in September 2017. It featured a pork chop with a dry rub seasoning blend served inside a buttermilk biscuit. In October 2016 **Jack in the Box™** offered a Brunch Burger™ and the convenience store **AMP™** offered their Blazin' Hot Breakfast Dog™ for a limited time.

Breakfast All Day

Remember that scene from the 1999 movie "Big Daddy" when Adam Sandler's character Sonny Koufax tries to order hot cakes and sausage at **McDonald's™** and realizes he missed the breakfast cut off time by 30 minutes? Well, that hilarious interaction is now a thing of the past, because **McDonald's™** made the all-day breakfast menu a reality in October 2015.

This move made big news in most mainstream media outlets and across social media. Consumers loved being able to access some of their favorites throughout the day and the ability to mix and match. Breakfast menu items tended to be at a lower price point, which made them easy choices as add-ons or for snacking occasions throughout the day. It was a brilliant business decision for **McDonald's™**, which turned it into five straight quarters of positive sales activity.

Other major restaurant chains that were already serving breakfast followed suit with all-day availability after McDonald's™ made the change including **Sonic™**, **Chronic Tacos™**, **Bojangles™**, **Taco Cabana™**, and **A&W™** Canada. Meanwhile, restaurant chains that do not offer all day breakfast, like **Chick-Fil-A™** and **Taco Bell™**, have started or expanded their breakfast offerings based on the popularity and adoption of quick service restaurant breakfasts.

Sources:
<https://www.inc.com/graham-winfrey/in-time-for-mcdonalds-the-3-best-movie-breakfast-freakouts.html>
<https://www.eater.com/2016/7/6/12106268/mcdonalds-all-day-breakfast-expansion>

RECIPE

Egg & Bacon Filled Bagel Cone

Ingredients:

5.5 oz NWF bagel dough mix or frozen dough
½ - ¾ tsp NWF everything bagel seasoning blend
1 tsp egg wash (one egg beaten)
3 slices bacon - crispy
1 (cut in half) purple Peruvian potato (baked or pan fried)
1 (cut in half) red bliss potato (baked or pan fried)
1-2 eggs-large (scrambled)
1 pinch sea salt
1 pinch cracked black pepper
A drizzle of sriracha sauce

Directions:

1. Make bagel dough according to recipe instructions. While dough is proofing, place foil wrap around a small metal funnel. This will act as your mold/template to wrap the dough around to form cone.
2. Once your dough has proofed, place onto a lightly floured work surface. Using your hands, roll the dough into a long rope. (around 18 to 24 inches). Using your hand, slightly flatten the dough.
3. Using pan spray, spray the foil coated funnel. Starting at the bottom of funnel (tapered end), wrap the dough around, slightly overlapping the dough (see photo).

4. Place finished dough cone into a proof box, or covered in a warm area to proof. Once dough has proofed, use about 1 tsp of beaten egg to brush onto the entire dough surface. Sprinkle roughly ½ tsp. of the everything bagel seasoning evenly over the dough cone.
5. Bake in a 375°F convection oven for 15 - 18 minutes, or until golden brown.
6. Remove from oven, let cool for 15 - 30 minutes before removing from the funnel mold. While cooling, scramble eggs with a pinch of salt and pepper, cook bacon and cook or reheat potatoes.
7. Place dough cone into a glass or other decorative base. Fill with your bacon, potatoes, and eggs.
8. Top with a drizzle of sriracha sauce.



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