

The Inspirator



Sometimes you have to create a new word to communicate a concept for which no existing word is sufficient. Americans have recently begun to use “snowmageddon” to describe massive blizzards. Although the word has only very recently entered our vocabulary, anyone who’s coped with multiple feet of snow falling in just a few days intimately understands the meaning behind it.

Similarly, when The French’s Food Company searched for the right word to describe the site they’d built to help operators create new on-trend dishes using the French’s line of flavor brands, they found a new word was required to do it justice. And voilà: the company’s Inspirator was born.

In 2015 French's is partnering with the American Egg Board to offer a new Breakfast Initiative. By creating an even more robust and updated Inspirator, the two companies showcase that great things can happen when the ever-popular egg and French's flavor brands join forces.

Eggs and condiments are a perfect match, as the mild rich flavor of the eggs provides an ideal canvas for French's family of brands. Using items including French's® Mustard, Cattlemen's® BBQ Sauce and Frank's®RedHot® Sauce, the Breakfast Initiative provides operators with a great online resource featuring new recipes and ideas, key breakfast insights and an automatic tool for calculating the profit margins of each. By entering through American Egg Board's site at <http://www.aeb.org/foodservice/inspired-breakfast> or going directly to InspiredFlavor.com, operators can access videos, share and download recipes and see the key selling and trend points of each dish. And because the recipes are organized by daypart, menu developers can explore consumer-responsive ways to spread the continuing popularity of breakfast throughout all dayparts.

With Mintel predicting a 22% uptick in morning sales by 2017, there is no better time to consider new ways of attracting consumers. The time to get your piece of the growing breakfast daypart is NOW.

Well, what are you waiting for?