



# hooked

Issue 8 / Spring 2014

## Bring Seafood Aboard for Brunch

A wider variety of brunch options can draw customers

**B**runch, the fantastic (and delicious!) combination of breakfast and lunch, is gaining in popularity at restaurants and food service operations across America. Technomic's 2013 American Express *MarketBriefing* found that 9 out of 10 consumers surveyed eat brunch at a restaurant *at least* occasionally.

Dining out for brunch provides quality time with family and friends while offering flexibility in hours and a unique mash up of menu items. The *MarketBriefing* Bottom Line says, "Brunch is a daypart with extremely broad consumer appeal... operations that do not currently offer brunch should consider it."

One way to entice customers to come in for brunch is to offer a wider variety of menu items, including more fresh food options like fish and seafood. "Typical" breakfast foods like eggs, bacon and bagels, can be made at home or at almost any establishment. But offerings like assorted oysters, eggs Norwegian (smoked salmon and hollandaise sauce), warm shrimp salad, and Trout Almandine as seen

on Le Diplomate's brunch menu in Washington, D.C., help differentiate and draw in customers. "The thought-process behind the development of the menu was a wide variety of items for people to come in and enjoy," says Le Diplomate's Executive Chef Michael Abt. "We want to appeal to everybody, we want to bring in all walks of life."



*Le Diplomate, a Starr Restaurants property is considered one of the most sought-after spots for brunch in the country.*

## Lighten Your Brunch Menu with Seafood!

More than 70 percent of Americans prefer healthier restaurant options than they did two years, according to a recent [survey](#) by the National Restaurant Association. And, brunch is no exception. In their [2013 Breakfast Report](#), Technomic says, “consumers link breakfast with health.”



Marinière Style Mussels

“We know our guests are eating lighter, and seafood is heavily reflected on the menu as part of that,” said Le Diplomate General Manager William Washington. Consumers who want to lose weight or eat healthfully are constantly bombarded with a list of foods to avoid. Seafood, on the other hand, is a “yes” food that Americans love.



Trout Almandine

There are many seafood varieties that work great at brunch, as seen on Le Diplomate’s menu. Try swapping in tuna, smoked salmon, crab, trout, mussels, shrimp or oysters as the protein in your existing weekend brunch dishes.

## Hooked Recipe Contest

We’re revisiting culinary students across America with our Summer Seafood Recipe Contest. Last summer, *Grilled Snapper in a Tropical Thai Glaze* took the top spot, stay tuned for this year’s winning recipe in the summer edition of Hooked!

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## Popular seafood options that work well early in the day:

### Tuna

A lean protein with a healthy serving of omega-3s, tuna pairs well with vitamin and fiber-rich veggies like potatoes and green beans in a traditional or deconstructed salad Nicoise. For an unexpected brunch appetizer, try tuna carpaccio along with a light mayo and mustard garnish.

### Smoked Salmon

Infuse a frittata with smoked salmon and pair with whole grain mini toasts. Or add omega-3 rich smoked salmon to your egg white omelet and you’ve got a light, but satisfying dish.

### Crab Cakes Benedict

A healthful twist on the usual ham.

### Grilled or Smoked Trout

Scrambled eggs with trout and asparagus makes an elegant protein-rich breakfast.

### Mussels

Mussels pair well with another brunch favorite, bacon. A little bit of bacon goes a long way with steamed mussels and crusty whole grain bread.

### Shrimp

Mini grilled shrimp and hash brown casseroles are a comforting brunch dish.

*Nearly 80% of Americans who have lost weight and kept it off for more than a year eat breakfast, according to the [National Weight Control Registry](#). Low in calories yet packed with protein and other nutrients, seafood appeals to consumers who strive to make nutritious choices while dining out.*

## Ponder This...

*“We see a trend shift to raw seafood over cooked seafood as the weather gets hotter”*  
-William Washington, Le Diplomate General Manager

## Dining Al Fresco

Eating outdoors is a style of dining that is casual and often social in its atmosphere. As the weather warms up, entice guests with outdoor dining options that create the perfect ambiance for brunch.

Visit [www.choosemyplate.gov](http://www.choosemyplate.gov) to learn more about the dietary guidelines for Americans and check out [www.aboutseafood.com](http://www.aboutseafood.com) for recipe ideas!