



ASK CHEF

fairfaxmeadow

Brunch



Breakfast, perhaps one of the favourite meals of the day, from a Full English to Eggs Benedict, but today's squeezed schedules mean that there is less and less time for people to enjoy breakfast as it should be. This is where 'Brunch' comes in, now more than ever mealtimes are becoming blurred and this is reflected in the vastly increasing amount of brunch offers within foodservice.

With or without a slight tweak, breakfast plates are being enjoyed in a multitude of formats that also fit in with today's top trend. It's a great opportunity to maximise revenues during those oft-overlooked morning hours as well as giving chef license to flex their creative muscles...

IT'S BRUNCHTIME!

The number of people eating out of home between 11am & Midday since 1974 has doubled, with that time period now being considered a respectable slot for 'brunch meetings'. This window is ever-broadening with brunch running in some establishments until 4pm. It really depends on the demands of the clientele!



The chic sister restaurant to Hawksmoor, takes a neighbourhood-style approach to a meaty menu filled with British ingredients. The served daily brunch menu runs until 3pm and features an eclectic, yet enticing array of dishes, including the superb Beef Shortrib on Jalapeno Cornbread with Oglesfield Cheese and a Fried Egg. The traditional breakfast dishes run until Midday only.



Ham Hock Hash Browns
spinach, fried eggs, sausage gravy



Fried Chicken, Egg & Croissant Waffle
sausage gravy

TWISTED CLASSICS

One of the keys to a top brunch is to tweak existing menu items to make them less breakfast and more brunch. A different ingredient can turn a traditional English breakfast dish into a more 'cosmopolitan' plate without losing the familiarity.



Smoked Goat Sausage



Coffee-cured Bacon

A new addition to Peckham's expanding dining scene. It features an imaginative menu of meat and fish cooked over charcoal. Already hugely popular, they have made the brunch offer much sought after with its limited capacity. Saturdays only, we're afraid, 10am-3pm! Worth a visit as an example of ingredients on offer include coffee-cured bacon in a custard bun, smoked goat sausage, smoked pigs head blood pudding and ox heart pepperoni.

COAL ROOMS





Aussie-inspired Neighbourhood burger specialist Ben's Canteen prides itself on its indulgent brunch offer. Served at weekends only the menu features a breakfast-y burger with a sausage & black pudding patty and a twist on eggs benedict using fried chicken.



Fried Chicken Benedict:
Fried Chicken. Poached Eggs
& BC Hollandaise



The Recovery Burger:
BC Sausage & Black Pud
Patty, American Cheese,
Bacon, BC Hash Brown, Fried
Egg and Recovery Sauce

F L A N K



After growing a following in Brighton, Tom Griffith's Flank concept has finally made the move to London within Old Spitalfields Market's 'The Kitchens' development. Centred around nose-to-tail butchery cooked over open flame. There is no brunch-specific offer rather a menu made up of dishes befitting of any mealtime occasion. There are a number of dishes that would sit perfectly on any brunch menu in the country namely the Bacon Butty – an in-house smoked bacon chop in soft bread with plum ketchup. There is also 'beans on toast' made with pigs trotters. A further twist on tradition are the 'flank crumpets' made with a choice of smoked ham hock or sticky beef cheek.

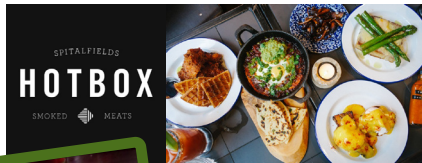


BOOZY BRUNCH!

As the popularity for brunch continues to grow, so does the competition – to create some difference, the latest trend in a brunch offer is to pair it with an unlimited drinks promo. What started off as Teas & Coffees has evolved into Prosecco & Bloody Marys, even Craft Beers.



Self-proclaimed 'London's Ultimate Weekend Brunch Destination' – this eclectic diner in the City from the team at Noble Inns was one of the original bottomless brunch destinations with an offer that surpasses many others and has now involved to include a Friday Afternoon version called 'Frunch' as well as a limited-time only Christmas version called 'Crunch'. The main brunch offer is filled with dishes inspired from all around the world. You can choose from Breakfast Tacos filled with scrambled egg & chorizo; Pulled Pork, Baked Beans & Kimchi on Toast; Cheeseburger Hash (Elements of a Cheeseburger smashed with potato and fried egg) or how about N'duja cheese and Fried Egg Fries?



A perennial favourite of the trend flyer! Creative BBQ outfit Hotbox have an expansive brunch menu to go alongside their bottomless booze offer which features no less than 5 different varieties of Bloody Mary's, the Christmas brunch offer even includes 3 festive cocktails to choose from! With a 3-hour window running all week, the food menu does contain many non-traditional brunch options such as Buffalo Wings & Mutton Tacos. However, fear not, in true Hotbox-style they include Pork Belly Benedict with Spiced Hollandaise and Smoked Meats Hash with Crispy Fried Egg & Hot Sauce.



Pork Belly Benedict



Smoked Meats Hash

WORLD OF FLAVOUR

It's no secret that authentic Ethnic foods are creating a huge impression in foodservice. This is no different when it comes to brunch menus either with some of hospitality's most on-trend World Food concepts entering the brunch market.



ALL-DAY DINING
THE
GOOD EGG
LONDON
FOR ALL OCCASIONS

From a street food trader to an overwhelmingly busy neighbourhood outfit in London's Stoke Newington, Jewish-inspired outfit The Good Egg have just opened another venue in Soho. Using local produce and house-smoked meats the menu covers an array of mealtimes but the brunch offer has some excellent additions. Bacon & Egg Pita with Date Jam & Mango Amba; Baked Egg Shakshuka with Rare-Breed Mutton Merguez; and House Beef Salami Hash are but to name a few!



As you'd expect from the name, the menu at Caravan is 'well-travelled' featuring brunch dishes inspired from the far-flung reaches of the world. A mixture of both large and small plates they seek to facilitate flexibility in the whole offer. Menu highlights include Asian Pork Belly, Kimchi Pancake & Gochujang Ketchup and Middle Eastern Lamb Meatballs Flatbreads.



Let's Do Brunch

We have a wide range of products to help build your brunch menu from raw to cooked and naked to seasoned. Why not let us do brunch???

76100084 – Salt Beef Cooked Sliced
77000880 – BBQ Pulled Pork
86311000 – County Cumberland & Haggis Sausage Meat
87221000 – Pork, Haggis & Wholegrain Mustard Sausage Meat
74110094 – Ramsay of Carlisle Haggis Stick
In Development – N'duja Sausage
71550062 – Smoked Gammon Hock Boneless
In Development – Whiskey Smoked Ox Cheek Daubes
12263212 – Galician Style Rump Steak 12oz X 2
12990097 – Bone Marrow
74020010 – Spanish Chorizo Salami Stick
74080000 – Spanish Chorizo Sausage Links
72190510 – Smoked Sweetcure Bacon Chop Bone In
74110040 – Merguez Sausage
87620306 – Gloucester Old Spot Sausage
77001013 – Cooked Shortrib Bone In Salt & Pepper Seasoning
87222403 – Pork Sausage Patties
77001027 – Cooked Pork Belly Sliced