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# Breakfast of CHAMPIONS

Seemore aims for a premium breakfast experience with its new breakfast sausages.

Photo by Getty



## PRODUCT

Seemore Chicken Breakfast Sausage – Cheesy Breakfast Hash

## PRICE

\$8.99 - \$10.80/7.5 oz. pkg. of 6 links

## PLUS

Inventive flavors, high-quality ingredients

## PROBLEM

Unclear cooking instructions, high price

**M**any brands are looking to capture a share of breakfast eating occasions, especially with Gen Z and millennials. We spotted Seemore’s “Chicken Breakfast Sausage – Cheesy Breakfast Hash” with chicken, potatoes, bell peppers and cheddar cheese, and thought it was an intriguing breakfast item to try. This refrigerated, fully cooked, minimally processed breakfast sausage is made with all-natural chicken and no artificial ingredients, and features some classic breakfast items found within the sausage. According to the company, Seemore was founded by a fourth-generation butcher, and is “an all-natural meat company led by a team of women on a mission to make it easier and more fun to eat well.” Let’s see what our tasters had to say.

## DEMOGRAPHICS

Our breakfast sausage tasters ranged in age from 11 up. Only one pair of tasters was familiar with

the Seemore brand, and had purchased and eaten their products before.

## FIRST IMPRESSIONS

Tasters made a number of initial observations.

Two immediately zeroed in on the product’s price, which is \$8.99 to \$10.80 for a 7.5-ounce package with six sausages. “Pretty expensive for six little links,” one stated, while another shared “The price is insane! It should be \$5 per package.”

Consistent with other sausage Taste Tests, our tasters honed in on the lack of preparation instructions. “There are no prep directions,” one stated. “I guess they think these are intuitive to cook?” Another taster was a bit more direct: “There are no preparation directions on the package — how stupid.”

The sausage’s packaging was also scrutinized. Some tasters did not vibe with the illustration — one compared it to “a stomach or head cheese” and

**“We all thought it was such a unique concept** to incorporate chicken, potatoes, peppers and cheese to make a breakfast sausage.”

one also observed, “I also don’t like that type of thick plastic packaging. It comes off as cheap and processed, like hot dogs. Also, it’s a pain to open up!”

A couple tasters were more positive in their impressions. One stated, “We all thought it was such a unique concept to incorporate chicken, potatoes, peppers and cheese to make a breakfast sausage.” And the only taster familiar with the Seemore brand shared, “They have fun, cool, interesting flavors and no funny ingredients. ... The first ingredient is humanely-raised chicken, which is interesting.”

### TASTE, TEXTURE AND MORE

Quite a few of our tasters were positive in their assessments of the Seemore chicken breakfast sausage, especially when paired with other foods and prepared in a skillet

“I loved it,” a taster shared. “I pan-fried it in a little butter spray and ate it with salad.” The taster also liked how the product was a “much healthier alternative to traditional sausage.”

A number of tasters paired the sausages with eggs, and reported positively on the results.

“I liked seeing all the goodies inside — potatoes, bell peppers, cheese,” a taster stated. “I cut it up and put it with scrambled eggs, and it was a good, light savory breakfast.”

Another taster remarked, “My son had it with eggs and toast, and enjoyed the flavor. He liked that it’s healthier than other breakfast sausage, but he thought it would have had higher protein. We both liked it and ate it twice.”

Two other tasters appreciated the sausage’s “natural ingredients,” and how the chicken felt “healthier” than a regular pork sausage.

In a detailed reflection, a taster praised how “each and every one” of the sausage’s components came

through, especially when prepared on a skillet.

“I don’t like when sausage is gritty, and these were not,” the taster stated. “We really liked the texture the peppers added. They browned nicely, which I think brought out the cheddar cheese flavor. My son commented that they look like a sausage but taste like an omelet with all the different flavors together.”

This being a Taste Test, not everyone was pleased — especially the tasters who opted to microwave the sausages.

Of those, one stated the sausage “crinkled up” after a minute of heating, and that the texture was “tough.” Another taster, who ultimately enjoyed the product, reported a “wet dog” smell that was “unpleasant” at first bite, chalking that up to what happens “when chicken is microwaved.”

A couple tasters also disagreed with the flavors. One, who microwaved their sausage, asked “Where is the potato and cheese flavor? We saw slight cheese, but no flavor. The bell pepper overwhelmed the mild chicken flavor.” And the second taster stated, “It’s a strange form. It’s long like a hot dog but thin like a breakfast sausage. It doesn’t taste like ‘breakfast’ but has a good taste despite all the green pepper.”

### UPSHOT

Tasters offered some constructive conclusions on the Seemore chicken breakfast sausages.

“Typically, I don’t like breakfast sausage, but this one was very good,” a positive taster stated. “I would definitely try more from this brand. I’ve bought their (full-size) sausage before, but it’s pretty expensive, so I buy when on sale; it’s something fun to have. Sometimes we want protein on a weekend, and bacon is annoying to make.”



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## TASTE *test*

“This is an easier, healthier alternative,” they added.

Another taster was sure that the product “will be requested for breakfast again in our house,” while another commented, “I thought these were very good; definitely would buy and eat again.”

On the more critical end, a taster thought Seemore was “trying too hard” with the product. “It was trying to be everything but the eggs in a full breakfast, and just missed the mark. Or, I’m too much of a purist and believe that my sausage should just be meat!”

A separate taster appreciated the taste, but disagreed with the product’s casing.

“The form throws me — which is stupid, but it does,” the taster explained. “Why is it long and skinny? For some reason, it makes me not know what to do with it. Long is not for breakfast; skinny is not for lunch or dinner. It shouldn’t matter, but for some reason it does.”

### CONCLUSION

We found it intriguing that most of our tasters did not specifically comment on the connection with hash, given the product name and ingredients. Somehow that slipped right by, along with Seemore’s other eco-social messaging, including humanely raised, women-led, etc., which was only noticed by a few of our younger tasters.

Based upon our diverse reviews, we find Seemore’s chicken breakfast sausage to be a mindful specialty product designed to appeal to a niche audience. Part of the niche is the exceedingly high price charged for six rather small sausage pieces. Some will never savor these links again, but for others, Seemore might spice up their (weekend) breakfast...or whenever they choose to use them, especially if they can snag it on sale. In this era of cost concerns, we wish this social-minded company well. It might need it, or maybe they only need to sell to a small group of consumers.

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by **Jacqueline Beckley, The Understanding & Insight Group, and Anna Marie Cesario and Jennifer Vahalik, U&I Collaboration LLC.**

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Food product development and consumer research veterans, Jacqueline Beckley, Anna Marie Cesario and Jennifer Vahalik, join Meetingplace Magazine as regular contributors to MeetingTaste, a consumer sampling of new products featured in our monthly Taste Test column. Here’s how the program works: The meat item is distributed to consumers, including the core demographic, for preparation in their own houses. No instructions are provided to the consumer, other than to write their overall impressions of the product, as well as to evaluate the flavor, texture, packaging and ease of use. Beckley, Cesario and Vahalik look for common threads by using Getting It!®, a system developed to listen to consumers about products. The sample of people is not intended to be a “taste test” in a controlled setting, nor is it intended to simulate a focus group. Others are doing both. Rather, the intent is to interpret the response of the people who might purchase a product like this and use it, simply based on their encounters with the product in their individual, unique home environment. That is how U&I has been developing cutting-edge product and people understanding since 1999.