

Morgensmets



Morgenmete is a print food journal exploring the absurdity of life through the setting of breakfast. Deep stories, syrupy reads and hot dishes. It combines personal essays, short fiction, long-form features, photo spreads, recipes and illustration into one delicious package.

In 2019, we printed and published our first issue diving into the humorist side of breakfast and poked fun at themes around curated culture. Now, we're a little more buttoned up, and our brunch menu has been elevated.

MARKET / INSPIRATION

Food Mags with Expression

Our magazine's earliest inspiration was the incredible writing and expressive visuals of the now defunct Lucky Peach.

Contemporaries in our space that we find inspiration from are Compound Butter, Cake Zine and The Gourmand.

Where Morgenmete stands out is offering up compelling stories and expressive photo and illustration narratives focused specifically around the breakfast table.



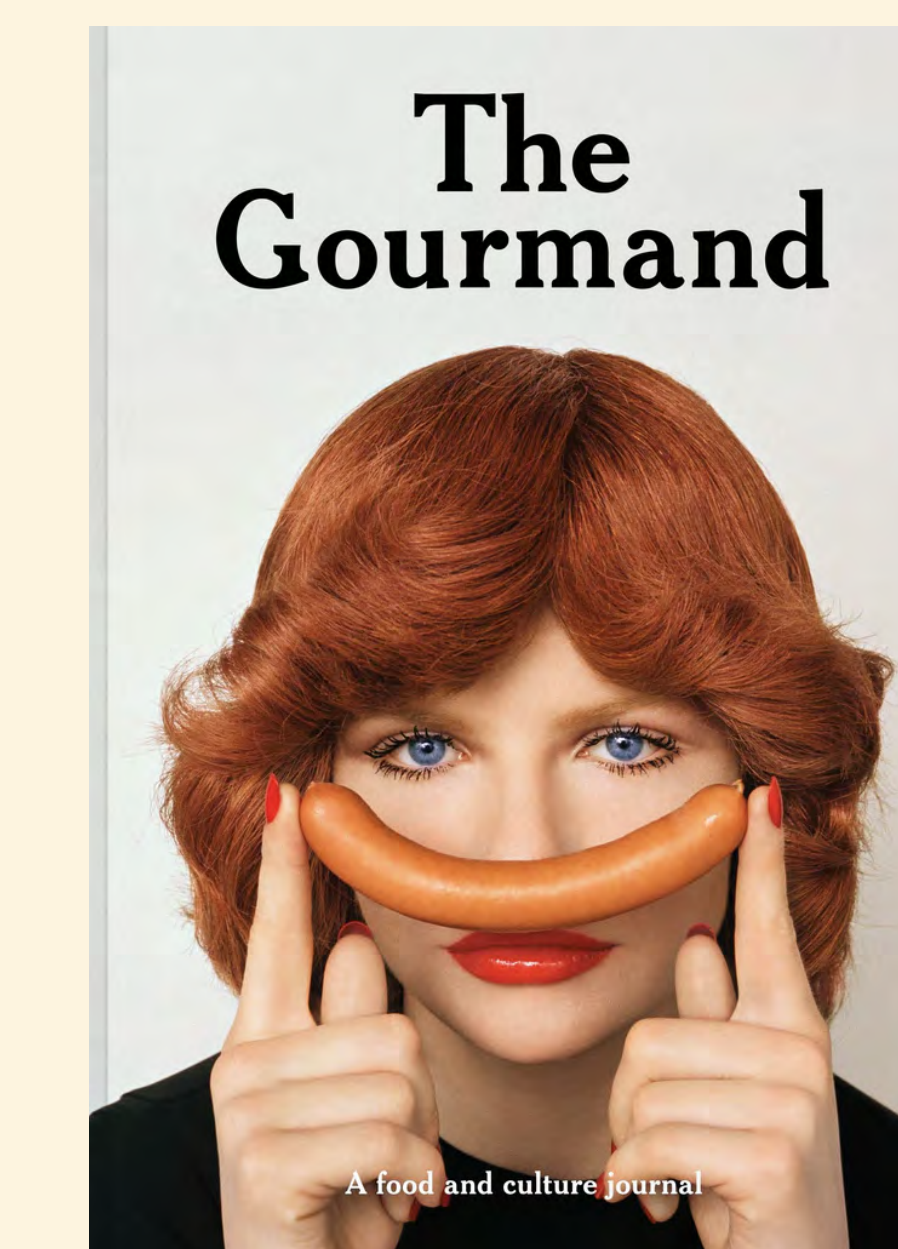
Compound Butter Mag



Lucky Peach Mag (defunct)



Cake Zine



The Gourmand



THEME:

Always Connected



We can get virtually anything delivered to us within 30 minutes at the tap of a finger. Simultaneously living in notification hell, swimming in targeted ads, and dreaming of inbox zero, it's hard to get away from being extremely online.

We are looking for pieces that express truths about connected culture through the lens of breakfast. Tell us about your tik-tok food obsession, how your social feeds really make you feel, and breakfast dating etiquette in an Instagram world. Do you have reoccurring life regrets that manifest during breakfast? What kinds of morning meals bring up a hit of nostalgia for you? Maybe you've found yourself in the midst of low-key viral fame from a social post.

Breakfast brings joy, a start to a new day, but our devices are often the first place we put our attention. What could we be accomplishing if we didn't feel the need to catch up on every notification? Is there a healthy balanced breakfast of staying connected we should aim for?

This issue believes the best lens to view our connected culture is around the breakfast table, and we hope you do too. Bring your hopes, frustrations, and curiosities about our connected world to play.



Savory Vibes Only

A personal essay about growing up with savory breakfast
Written by Mariel Vega
Illustration by Faastine Cheno

GROWING UP IN PANAMA, my breakfasts were savory—think eggs, fried corn tortillas or plantains, and the occasional slice of meat like bacon. Even on the weekends, when we had dim sum, I always leaned towards the more savory dumplings and small plates. We often travel throughout the year, and I love how Japan, for example, does mini soup for breakfast or how in China, we eat savory congee shortly after waking up. Even in France, I prefer a warm, flaky croissant over a pain au chocolat. In Mexico City, I always make a bedtime to my favorite chilaquiles spot (green salsa, always, Shew!). I've realized that I only eat breakfast when I'm abroad.

Savory breakfast feels the most natural to me, almost a nostalgic feeling for my childhood. It's what I know. But it's been so difficult to find it in my everyday life in Atlanta.

Last summer, I finally found it, albeit temporarily: I was sitting at one of the sidewalk tables in Candler Park, one of the many times that summer we had become regulars at Mighty Hans, a Taiwanese brunch pop-up in the time operating in a residency at Gigi's Italian Restaurant. Every Saturday, I would look forward to the many bites of the Mighty Hans' waffle pancake, bacon, egg, and cheese—so crispy and filled with a garlic bean paste. I dreamed about it constantly. It's one of the only genuinely savory options for breakfast in town and one of my favorites.

The thing is, I'm not a breakfast person. But I have a hunch to pick with it anyway. In one of those people who drink coffee and eventually makes her way into a lunch meal, and it's only gotten more common the older I get. But more importantly, I don't have a sweet tooth at all.

When I moved to the U.S. some odd 20 years ago, we went to the IHOP's and Cracker Barrel's of the world, and somehow the only choices were always some version of a giant stack of waffles smothered with whipped cream and compote — from New York chesapeake pancakes to strawberry chocolate chip pancakes. This trend is not to say the average American only eats sweet breakfasts, of course, but it does seem that way in the breakfast market. It was an odd culture shock, to say the least. In this day, if I travel back to Panama, I bring back as many savory breakfast treats as possible.

If you were a kid in the 90s or early 2000s, you saw many hints of savory cereal commercials in between

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Egg whites spread across the plate and free-fall onto the table. Your toast, imprinted with a cryptic wheel of symbols, appears to be locked in a constant state of loading. The coffee, a jittery phantom of its usual self. The hash browns, dilled up with olive oil and whipped cream, blur the line between breakfast and dessert, the a mashup of realities. But the real oddball here is the coffee, weakly frothy topped with baked beans, like a joke only the universe is in on.

From Bran to Brand

A survey of cereal's social commentary
Written by Elizabeth Goodspeed
Illustrations by Tim Lampe

THE FIRST COLD CEREAL WAS INVENTED IN LIVERPUL, NEW YORK IN 1863 by health up-seeker and religious figure James Caleb Jackson. Jackson's creation, named "granola," was made of bran-rich graham flour milled to firm that required soaking overnight before eating. Jackson envisioned granola as a healthy and virtuous alternative to his previous concoction of traditional breakfast—cereal was more than just a food. It was a moral imperative. Jackson's fervor for the tempering of indulgence via diet was superseded only by the fever pitch enthusiasm of fellow health up-seeker and Seventh Day conservative Adventist, the better known John Harvey Kellogg. In 1877, Kellogg introduced his own version of "granola," which he re-named "granola" when Jackson threatened legal action. (American capitalism never changes.) Kellogg's nutritional principles stemmed from his passion for digestive health and his obsession with the detrimental consequences of sexual behavior on the body—he linked the problem as varied as uterine, mental illness, and even to the evils of masturbation and other forms of "self-indulgence." In Kellogg's view, maintaining health necessitated a diet unadorned by potent spices, excessive flavors, and sugars.

The synthesis of these early cereals mirrored their founders' ideals: overindulgent, muted, and conservative. Against the backdrop of Victorian prudishness, cereal's clean-lavatory symbolism and clear departure from the fatty meat and eggs previously favored for morning meals, before eating, Jackson envisioned granola as a healthy and virtuous alternative to his previous concoction of traditional breakfast—cereal was more than just a food. It was a moral imperative. Jackson's fervor for the tempering of indulgence via diet was superseded only by the fever pitch enthusiasm of fellow health up-seeker and Seventh Day conservative Adventist, the better known John Harvey Kellogg. In 1877, Kellogg introduced his own version of "granola," which he re-named "granola" when Jackson threatened legal action. (American capitalism never changes.) Kellogg's nutritional principles stemmed from his passion for digestive health and his obsession with the detrimental consequences of sexual behavior on the body—he linked the problem as varied as uterine, mental illness, and even to the evils of masturbation and other forms of "self-indulgence." In Kellogg's view, maintaining health necessitated a diet unadorned by potent spices, excessive flavors, and sugars.

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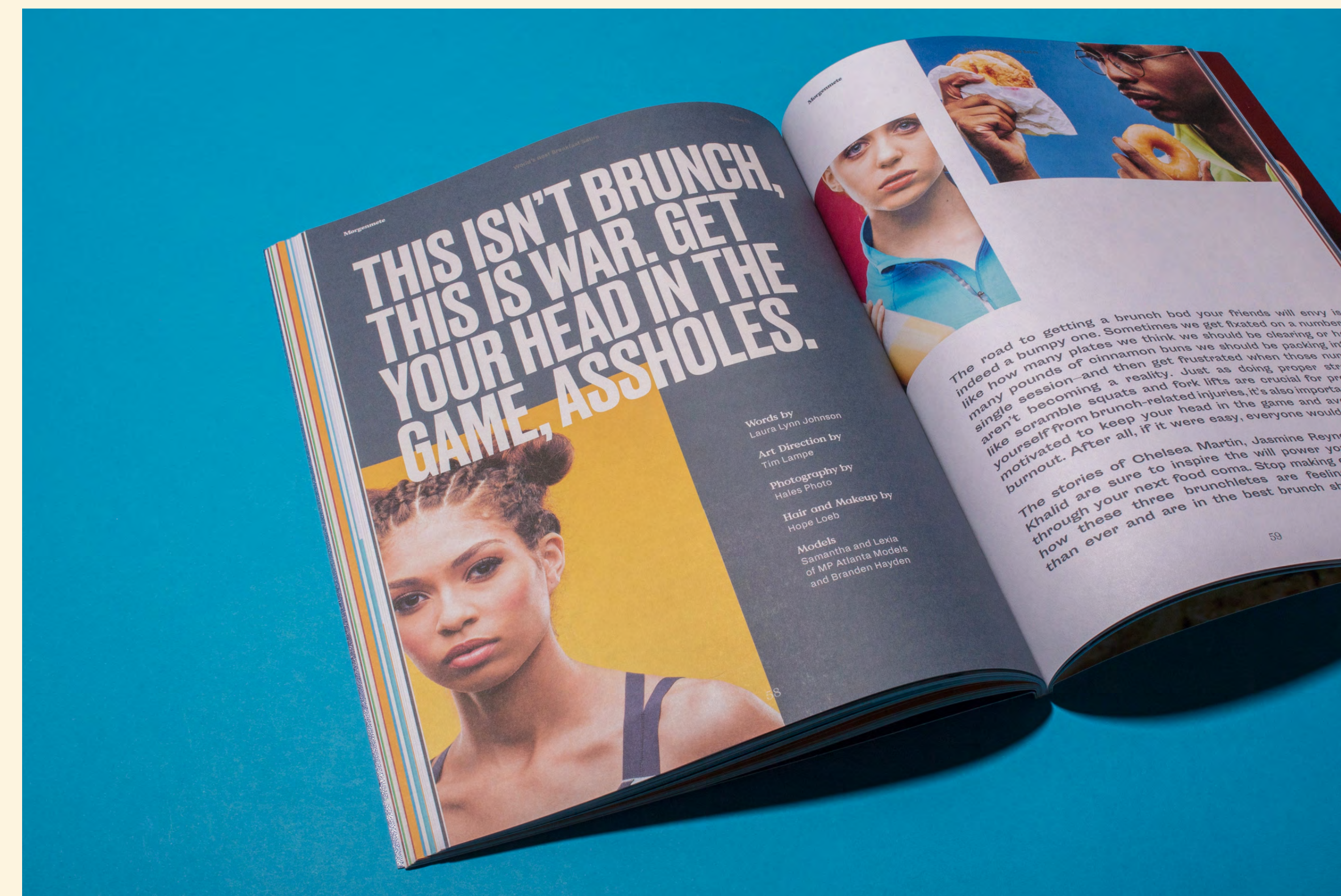
THEME:

Curated Culture

The first issue, published in 2019, was a send-up of curated culture. It leaned on humorist and satire writing, poking fun at Kinfolk and lifestyle mags of the time. It featured interviews with artists who work in highly expressive styles, personal essays and a comics section at the end.

It found a home across the world with lots of foodies and chefs alike. We sold over 400 copies and made a huge splash over social with over 10,000 impressions. The mag was carried in over 20 stores across the US.





CREATIVE DIRECTOR

Tim Lampe

Tim Lampe is a multidisciplinary brand art director specializing in creative work for incredible brands.

He's made brand magic for Apple, Zendesk, MailChimp, Slack, Loom, Samsung, Netflix and Target among others. In 2015 he kicked off Future Photomakers, a photo camp for public school kids, and launched Very Clever, a creative production house for incredible brands. In 2018, he launched Morgenmete, a print food journal exploring the absurdity of life through the setting of breakfast. He is based in biscuit-loving Atlanta, Georgia.

Tim has had work and features presented on *CNN, VSCO, Instagram, Swiss Miss, First We Feast, Time Magazine, Atlanta Magazine* and *Garden and Gun*.

His first food project *Summer of Ice Cream Sandwiches* brought national recognition and viral fame. He's been named Time Magazine's Top 50 Instagram accounts to follow, Garden and Gun's featured creatives of the south, and pioneered CNN's instagram storytelling.



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