



MENU QUEST

The Pursuit of Culinary Distinction

Smithfield

Trend Watch



Worldwide Tastes Can Be Your Ticket to Building Business.

Today, consumers are becoming more adventurous than ever. And eating out is more of an occasion to share experiences. That's why ethnically inspired tastes are exploding in popularity.

And since consumers' undying love of BBQ isn't going anywhere, it's no surprise that it has moved to the forefront of this exciting global trend. To keep menus fresh and interesting, operators are creating new flavors, sauces, rubs and spices to add to their classic low and slow BBQ.

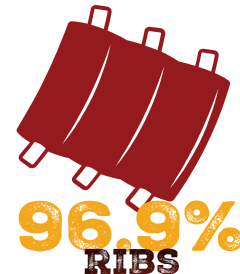
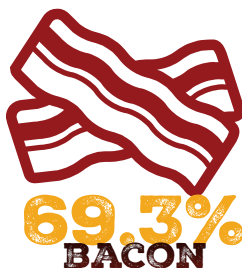
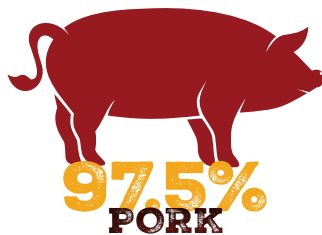
So buckle up, stamp your passport and join us on our journey as we explore the latest in Global BBQ!

What's Trending in Barbecue?¹

BBQ has always been a menu favorite, but global foods are moving up fast. According to Datassential, 54% of consumers will seek out global foods. And since consumers are creating a higher demand for these ethnic dishes, operators are looking to a familiar American classic to help satisfy those consumer cravings: BBQ.

In 2018, about 37% of consumers who had a global dish had a meat entrée. Here are the top 6 trending BBQ proteins on the menu.

MOST POPULARLY MENUED BBQ PROTEINS





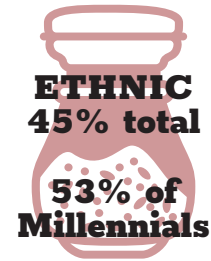
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MOST APPEALING BBQ FLAVORS² (% OF CONSUMERS WHO SHOW INTEREST)



Emerging BBQ Flavors and Techniques³

Just like America itself, BBQ has become a melting pot. Experimenting with different global flavors is a great way to spice up a tried-and-true BBQ menu. Below, we highlight four ethnic BBQ styles that could provide some inspiration for your menu.



Barbacoa +64% (Mexican)

Meat that has been slow-cooked over an open fire in Latin American cuisine, the word "barbecue" originated from the word "barbacoa".



Satay +14.5% (Indonesian)

Indonesian dish of meat marinated in a highly spiced mixture, threaded onto skewers and grilled. Served with a peanut sauce.



Churrasco +83.7% (Brazilian)

A Brazilian term for a hearty meal with lots of barbecued meats that have been grilled on a spit or a skewer. Often served with chimichurri.



Tandoori +7.9% (Indian)

An Indian cooking method in which food is roasted on a spit in a clay oven to give it a crisp, dry finish.

Trend Watch

Innovation Lab Spotlight: Making Global Approachable

Chicken, pork and ribs, the top menued BBQ proteins, were featured at our most recent Global BBQ Innovation Lab. We challenged our chefs to create some interesting new ideas that are globally inspired, yet still approachable to the everyday American palate. Below are a few of them:

Bahamian Smoked Chicken Wings

REGION: CARIBBEAN

Mychael Bonner, Lettuce Entertain You

Spicy Pork Butt Tacos

REGION: KOREA

David Lee, Osamil

Barbacoa Empanadas

REGION: MEXICO

Ernest Servantes, Smithfield Champion Pitmaster

Thai Style Street Ribs

REGION: SOUTHEAST ASIA

Dennis Samala, Creative Culinary Concepts

Healthier Choices in BBQ²

BBQ lovers who also are concerned about eating healthier don't have to be left out of the mix. There are several ways you can offer tasty applications to appeal to customers who want better-for-you choices but still need their quota of delicious BBQ!

- *Technomic reports that BBQ sales are down at lunchtimes due to the perception that it is a heavier choice; therefore, many operators are offering lighter portions during the noon hour as well as for dinners.*
- *Bowls and salads can feature a variety of barbecued meats, from brisket to pulled pork to carnitas to barbacoa. These items can be positioned as healthy, protein-rich meal options for diners.*
- *In global applications, grilled meats of Korean BBQ can be positioned as healthier than traditional American BBQ dishes.*
- *Lighter, fresher sauces like chimichurri or chermoula, or spice mixes like za'atar or togarashi can add big flavor to dishes without heavier ingredients, such as BBQ sauce.*

Smithfield is your source for all your global BBQ needs.

The advantage of BBQ is that its versatility makes it perfect for a variety of global applications, from more exotic choices to even lighter fare. Not only that, but consumers just can't get enough! For more information on how the Smithfield portfolio of brands, from fresh to ready-to-heat-and-serve choices, can build your global BBQ menu, visit SmithfieldMeansBBQ.com

For everything you need to know about Smithfield pork, download our Pork. Solved. app.

