



MENU QUEST

The Pursuit of Culinary Distinction

Smithfield

Trend Watch



Join Smithfield on a Global Snacking adventure.

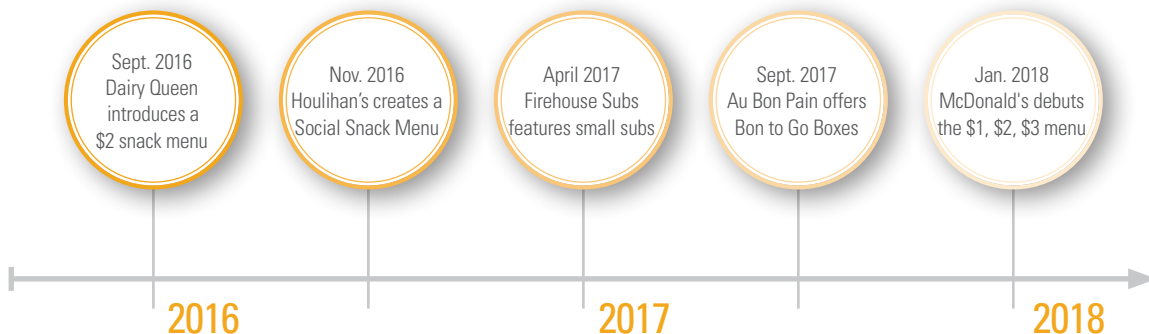
More popular than ever, snacking is exciting adventurous eaters with a variety of trending global flavors, recipes and preparations. According to Technomic, more consumers now than in 2016 say they skip or replace one or two meals per day with snacks. They're snacking more because of time restraints, but also because snacking allows them to taste a variety of unique and interesting flavors. That's why many are turning to global flavors to satisfy their snacking cravings. Two-thirds of customers eat global fare at least once a month, and about a quarter (24%) eat it at least once a week, according to Technomic's 2017 Flavor Consumer Trend Report. And more than a third of consumers (36%) say they are more interested in trying ethnic flavors than they were a year ago.

Very soon, Smithfield will introduce a comprehensive program featuring the ever-growing trend of globally inspired snack items. Our Snack On! Beyond Borders campaign will share insights, ideas, recipes and much more. You'll discover valuable information you can use to build business with this emerging trend. Check back often on the Smithfield website as we add more Snack On! Beyond Borders features. This month in Trend Watch, we give you a fun sneak peek into what's to come very soon!

Operators spice up menus with ethnic inspirations.¹

Why create a snacking menu? Because today, it just makes sense for building business. With more and more consumers snacking frequently and looking for convenient to-go options, this is a great opportunity for increased traffic during off-peak times. For example, happy hour shareables will entice trial with the after-work crowd, and those who skip lunch may be looking for a snack from 2-5pm. In addition, "snacking" actually can increase check totals, since many times customers order multiple snacks over one single entrée. That's why, rather than the past few years, many leading FSR chains have re-branded their appetizer menus as shareables or small plates. In addition, many QSR chains have begun to launch snack items and menus as a result of the growing snack trend.

Below is a select timeline of some significant operators' responses to the snacking trend:



Trend Watch

Smaller meals mean more protein as an ingredient

Eating smaller dishes may not be totally satisfying, but adding protein helps make those mini-meals more filling. That's why operators nationwide are featuring smaller plates and shareables featuring pork, beef, chicken and more to their menus. Below are some examples:



Bahama Breeze
CUBAN-STYLE JIBARITOS



California Pizza Kitchen
SZECHWAN CHICKEN DUMPLINGS



Granite City Brewery
LUAU JERK WINGS

Street food snacking becomes welcome inside, too.

Diners' interest in unique new flavors continues to grow. From Middle Eastern to regional African, many of these flavors and preparations got their start on the street, where it's quite common to grab a meal on the go. Expect operators to continue to explore other parts of the world for snackable street foods such as pierogies, kolaches, spiedini, satays and currywursts.

At the same time, LSR operators will continue to perfect their approach to emerging cuisines. These could include foods from the Philippines, Ethiopia and Morocco. As these cuisines are finding favor with consumers, LSR chains will have to make these foods more suitable for takeout and grab-and-go. Below are some street food quick service restaurants that combine street food and ethnic fusions.



Flip 'n Patties is a popular Houston quick-service concept specializing in Philippine fare. Favorites include a burger topped with Philippine sausage, fried egg and banana ketchup aioli.



The Halal Guys is rapidly expanding with Middle Eastern foods and flavors, featuring chicken, beef gyro and falafel offerings topped with a signature white sauce and fiery hot sauce.



Curry Up Now is a growing San Francisco Bay Area-based fast casual offering traditional Indian fare. Its Street Snacks menu lists mini samosas, Indian-style tacos and poutine, naan bites and kebabs.



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Skewers making delicious point to snack lovers.

According to Datassential, dishes served on skewers have increased 15% over the last year in fast casual restaurants. Just about every culture has its own form of skewers. Skewers are a great snack item, as they can be served as a traditional entrée for one, or as a shareable snack.

VIETNAMESE CHARGRILLED PORK SAUSAGE SKEWERS

Ingredients:

Minced Sausage Mixture
 4 lbs. Smoked Sausage, medium diced
 4 lbs. Swai fish fillets, frozen, medium diced
 4 cups sliced green onions
 ¼ cup garlic puree
 ¼ cup lemongrass puree
 5 Tbsp. fish sauce
 ¼ cup palm sugar
 2 tsp. sea salt
 4 tsp. freshly ground black pepper
 48 sugar cane pieces, 4" x ¼" x ¼" sticks

Nuoc Mam Dipping Sauce
 4 cups warm water
 1 cup fish sauce
 1¼ cups palm sugar
 4 tsp. sambal chili paste
 ¾ cup chopped garlic
 4 Thai bird chili peppers, sliced in rings
 ¼ cup fresh key lime juice

For plating
 4 fresh banana leaves
 48 grilled skewered sausages (recipe follows)
 48 baby romaine lettuce leaves
 4 bunches fresh Vietnamese mint
 4 bunches fresh cilantro
 4 bunches fresh Thai basil
 8 cups bean sprouts

Directions:

1. To prepare Minced Sausage Mixture: Place all ingredients, except sugar cane, into food processor and process until mixture becomes elastic paste. (Yields 10 pounds)
2. Preheat convection oven to 275°F. Wetting hands with oil, portion about 4 tablespoons sausage mixture and form it around sugar cane stick, leaving ¼ inch exposed at each end. Continue until all Minced Sausage Mixture is used. Place in hotel pan with wire rack and place in oven to bake until slightly browned and sausage has begun to set. Remove from convection oven and chill below 40°F in blast chiller or in walk-in cooler. Cover with plastic wrap. (Yields 48 skewers)
3. Prepare charcoal grill. Place skewers on grill until marked and heated through.
4. To prepare Nuoc Mam Dipping Sauce: Combine fish sauce and palm sugar. Mix well until sugar is dissolved. Add remaining ingredients and mix well.
5. To plate, arrange banana leaves on platter. Arrange grilled sausages, romaine lettuce, mint, cilantro, basil and bean sprouts. Place Nuoc Mam Dipping Sauce in serving bowls for dipping.



For more exciting snacking recipes and other Snack On! Beyond Borders features, visit SmithfieldFoodservice.com.

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

