

Trend Watch

brought to you by

Smithfield®

BBQ and Beer: The Perfect Football Combo

What's more common than barbecue during football season? Beer, of course! To increase sales of both food and drink during football season, operators should consider featuring beer pairings alongside popular pork BBQ entrées. Our expert chefs at Smithfield came up with some great flavor combos for inspiration:



Pair Asian BBQ with Belgian Wit

The mandarin orange flavor profile often found in a Belgian Witbier allows the citrus to cool the palate from the intense flavors of garlic, ginger, Szechuan pepper and soy often showcased in Asian-style BBQ sauces.

Try out this pairing by serving a Belgian Witbier with [Smithfield's Korean Pork Tacos recipe](#).



Pair Kansas City BBQ with Bock Beer

The sweet flavors found in tomato- and molasses-based Kansas City BBQ sauces pair well with the complementary sweet notes in light- or medium-bodied Bock Beer.

Try out this pairing by serving up [Smithfield's Kansas BBQ Bao Sliders recipe](#) with a Bock Beer.



Pair Latin BBQ with Amber Ale

The char-grilled, caramelized flavors found in Latin BBQ demand a beer with equal body and similar richness, such as those found in an Amber Ale. This combination makes bold flavors even bolder.

Try out this pairing by serving an Amber Ale with [Smithfield's Pork Tenderloin with Chimichurri recipe](#).



Get Boozy with It

Make your tailgating menu a victory by weaving in alcohol. Whiskey- or bourbon-infused sauces make the perfect addition to pulled pork sandwiches, pork chops and ribs. Boozy barbecue dishes are a great way to entice tailgaters to come watch the big game at your restaurant.

of restaurant and non-commercial operators recognize the use of alcohol-infused sauces as a hot food trend.



59%

of consumers admit they would be likely to try it in a dish.¹

¹ "Datassential Tips," Datassential: New Foods, Hot Flavors, Innovative Prep, Spring 2015.

Trend Watch

brought to you by

Smithfield®

Restaurant Spotlight: Tailgating Edition

Tailgates have evolved from cheap brews and greasy burger patties. Now it's common to see people slow-smoking large cuts of pork for hours and local craft beers are abundant. Specialty operators are embracing the evolution of this traditional pastime by turning their establishments into hot spots during tailgate season.



Featured at Chef Michael Mina's food spectacle are 13-foot rotisseries that hold up to 1,200 pounds of meat, including three whole pigs at once.

Renowned Chef Michael Mina partnered with the San Francisco 49ers to create one of the most epic and luxurious tailgate parties out there. Levi's® Stadium houses the Bourbon Steak and Bourbon Pub—a casual eatery by day, an upscale American steakhouse at night. On game day, this crème de la tailgate accommodates up to 1,000 fans for the ultimate foodie fan experience!

Whole pigs are slow-roasted over large wood-fire grills for hours while soaking in natural juices and seasonings. The pigs are then hand-carved and served as whole portions or piled on top of delicious handhelds and sharables. The menu has featured pork dishes like rotisserie pork tortas, pulled pork tacos, wood-fired double cut pork chops and BBQ pulled pork sliders.



Smithfield's Patrick Cudahy Brand Teams Up with the Green Bay Packers

This summer, Smithfield's Patrick Cudahy brand was named the official bacon of the Green Bay Packers. As part of this new partnership, pigskin meets pigskin with the opening of the Patrick Cudahy Pack Stand at Lambeau Field, a bacon-centric concession stand that will have bacon-obsessed fans raving. The Cudahy stand will serve football-friendly dishes like "The Pigskin," a baked potato wrapped in bacon and covered in chili, cheddar cheese, sour cream and chives.

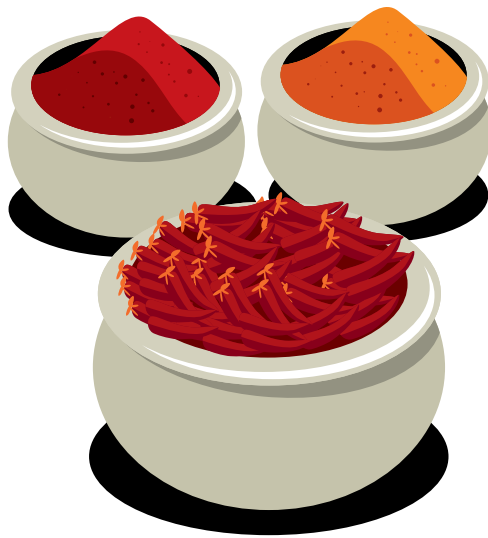
Trend Watch

brought to you by

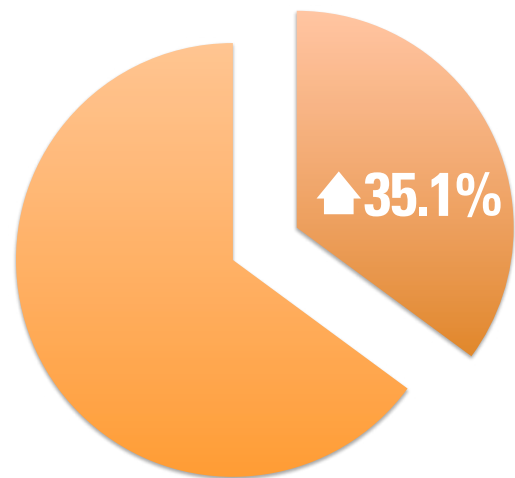
Smithfield®

Flavor Focus: Fall Returns

With the return of football comes the return of seasonal fall flavors and cooking techniques. Slow cooking and brining meat is common during this time of year, and consumers especially enjoy dishes that feature this method. Brining pork cuts locks in flavor and helps make the meat very tender so you have the perfect protein to build the fall comfort dishes your customers love. Infuse the flavors of fall into your menu by using your favorite cut of Smithfield pork marinated in a brine that incorporates savory seasonings like:



- Sage
- Turmeric
- Paprika
- Nutmeg
- Bay Leaf
- Caraway
- Mace
- Juniper



Brined dishes have increased 35.1% on menus within the last year.²

2 "Food Profile," Datassential: Brined, August 2016.

CHECK OUT HOW THESE RESTAURANTS FEATURE BRINED PORK ON THEIR MENUS:



The Beer-Brined Chops

Two 8oz. french-cut pork chops brined in Red Trolley Ale and served with garlic mashed red potatoes, sautéed green beans, broccoli, firecracker sauce and spicy mustard sauce.

Karl Strauss Brewery Gardens
San Diego, CA



Cider-Brined Pork Loin

A generous cut of pork loin brined in cider and served with dirty rice "risotto," house sausage and collard greens.

Southern Rail
Phoenix, AZ



Pickle-Brined Pork Brisket

Grilled and pickle-brined pork brisket served with a chipotle-maple sweet potato puree, wilted greens and pickled mustard seeds.

Smoke on Cherry Street
Tulsa, OK