



2016 Takeaways

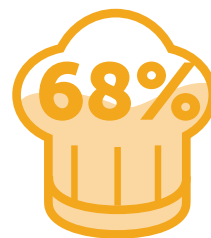
Pork is delicious in every form it comes in: bacon, sausage, ham, pulled pork, pork roast, pork chops – the list goes on. In 2016, pork was a leading choice for protein, rising by more than 5% in menu penetration,¹ bringing it to a record high of 61% penetration across all restaurant sectors.²

In terms of pork trends, this year saw an increase in on-the-go options featuring bacon, sausage and ham as the stars, especially at breakfast time. Pork also exploded on ethnic menus featuring applications like Korean BBQ tacos, Cuban sandwiches and Vietnamese bao buns. At fine dining establishments, healthy twists on classic comfort dishes featuring pork chops and tenderloin became popular in an effort to appeal to health-conscious consumers. Whatever the current food industry trend was this year, pork was at the epicenter, yielding excellent flavor.

Pork in Ethnic-Inspired Cuisine

Traditional Latin, Asian and African dishes featuring pork made their way stateside, and consumer response was overwhelmingly positive. Cuban flavors were especially popular this year, as a variety of roasted or marinated pork dishes with Cuban influences were among the top Google food searches.³

34.5%
growth of Cuban food on QSR menus over the last four years.⁴



Number of chefs who cite ethnic-inspired cuisine as a 2016 trend⁵

The ethnic trend was definitely apparent during this year's Smithfield® Chef's Table series. Many of the menus created for these events showcased Smithfield DURoC pork dishes with ethnic flair. Here are a few highlights:

Smithfield® 2016 CHEF'S TABLE SERIES

Chef's Table Nashville



Asian: BBQ Pork Belly Burnt End Bao

Smithfield DURoC pork belly, Southwest dry rub, hickory smoke, steamed bun, raspberry wasabi mustard, crisp marinated cucumbers.

Chef's Table Charlotte



Latin: Chef Adam's Award-Winning Carnitas

Smithfield DURoC pulled pork, smoked jalapeño slaw, caramelized pineapple mustard.

Chef's Table Chicago



Asian/Latin Mash-up: Vietnamese-Style Tacos

Smithfield DURoC pork belly, Korean bulgogi, rice-paper taco shell, spicy peanut sauce, Asian slaw.

Chef's Table Memphis



Latin: Achiote Pork Tenderloin

Smithfield DURoC pork tenderloin, achiote paste, lime, green tomato, tomatillo salsa.

1 Datassential: Food With a Story, Jana Mann, "Pork: Food Profile," June 27 2016, Web, Dec. 2 Datassential. "Top Ingredient and Food Flavors," Dec. 2016, Web, Dec 12. 3 Google Internal Data: Think With Google, "Food Trends 2016," Feb. 2016, Web, Dec 13. 4 Datassential Menu Trends, 2016. 5 National Restaurant Association Survey, 2016.

Trend Watch

brought to you by

Smithfield®

Pork in Breakfast Applications

2016 saw the rise of all-day breakfast across all restaurant sectors, and pork was certainly a star on all-day breakfast menus. Operators reported that the most frequently ordered side item – as well as the side item with the fastest sales growth for the breakfast occasion – is bacon, while pork sausage ranks the third most popular.⁶ Breakfast was so popular in 2016 that the Smithfield 2016 Advisory Board made it a main focus of exploration this year. Here are a couple of the inspiring breakfast recipes the chefs came up with:

6-8 Technomic Away-From-Home Breakfast Report, 2016.

48%

of consumers enjoy breakfast foods at nontraditional times⁷



72%

of all adults wish restaurants would offer breakfast items throughout the day⁸

MAPLE-GLAZED PORK BELLY HASH



- 1 Tbsp. olive oil
- 4 oz. Maple-Glazed Smithfield DURoC Pork Belly, diced
- 1/4 red onion, diced
- 1/2 yellow bell pepper, diced
- 1/2 red bell pepper, diced
- 1 sweet potato, diced
- 2 redskin potatoes, diced
- 1 Tbsp. kosher salt
- 1 tsp. freshly cracked black pepper
- 2 eggs
- 1/4 avocado, sliced

Heat olive oil in skillet and crisp pork belly. Add onions and peppers and cook over medium heat until lightly caramelized. Add potatoes, salt and pepper and place in a 350°F oven for 15 minutes or until potatoes are tender. Cook eggs to your liking and place on top of hash. Garnish with avocado slices.

FARMER'S EGG BENEDICT



- 1 cup grapeseed oil
- 1/4 lb. Italian parsley
- 1/2 tsp. kosher salt
- 1/4 tsp. ground pepper
- 2 whole lemons, juiced
- 6 Farmland Chop Shop® Pork Chops
- 2 large green tomatoes, sliced 3/8" thick
- 1 lb. fresh spinach
- 2 Honeycrisp apples, peeled and sliced
- 2 large duck eggs, poached
(substitute: extra-large brown eggs)
- For hollandaise
- 1/2 cup liquid egg with citric acid
- 1 cup rendered pork fat
- fresh lemon juice
- 2 oz. hot sauce
- 1 Tbsp. white vinegar

For marinade, mix together grapeseed oil, parsley, salt, pepper and fresh lemon juice. Debone pork chops, pat dry and then marinate for 1 hour. Grill or sear green tomatoes for 3 minutes on each side. Keep warm. Sauté spinach and apples for 2 minutes. Season and keep warm. Simmer small pot of water; place mixing bowl over water. For hollandaise, add liquid egg to bowl. Slowly drizzle clarified pork fat and mix with whisk until incorporated. Season with fresh lemon juice and hot sauce. Remove bowl and add white vinegar. Season pork chops and sauté them till cooked through. Keep warm. Place 1 pork chop on each plate. Place green tomato on top of pork, then sautéed spinach and apple and then poached egg on top. Pour 1 Tbsp. pork-fat hollandaise on each.

Trend Watch

brought to you by

Smithfield®

Pork in Modern Dishes

Consumers have become more savvy about food in recent years – the National Restaurant Association reported that 90% of foodservice operators say consumers have grown more knowledgeable about food and pay more attention to food quality than just two years ago. The emergence of more and more “foodies” has encouraged chefs and operators to expand the horizons of the types of dishes, ingredients and flavors they feature on their menus. The adventurous palate of the modern consumer has allowed for the creation of more unique, robust dishes. In terms of pork in 2016, this meant chefs experimented more with lesser-known cuts of meat. It also meant they could take traditional cuts, like the humble pork chop, and elevate it to new heights. See how Smithfield’s® Chop Shop® Pork Chops were modernized in 2016 in these menu ideations:



BREADED PORK CHOPS WITH FUSILLI



COUNTRY FRIED PORK WITH SWEET POTATO WAFFLE



HERB MARINATED PORK CHOP WITH BABY GEM SALAD



PORK CHOP POSOLE