

Trend Watch

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Smithfield SNACK ON!

Menus featuring smaller snacking options mean bigger business.

Snacking, any meal eaten outside of breakfast, lunch and dinner, is exploding in popularity due to increasingly busy lifestyles and the increasing availability of choices to satisfy cravings all day long.

Because the demand for snacking alternatives has no end in sight, operators are making available a unique selection of diverse and head-turning options to meet growing demand.

Smithfield can offer operators ideas and insights about the expected and the unexpected products in our pork and cooked meats portfolio that will work well to create signature snacking menu items.

Here, as well as our next newsletter, we will be exploring the current state of foodservice in terms of snacking, and offering up some useful facts and trends to help build your snacking business.

How Snack Lovers are Snacking

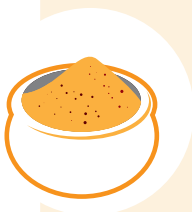
Today, more typical fare, like french fries and onion rings, is being eclipsed by more unique handheld on-the-go items, small plates like tapas, and mini entrées that are more adventurous while being satisfying and yet not filling. In addition, consumers are moving to healthier options and distinctive flavor profiles that include sweet, salty and spicy items.



SNACK LOVERS CRAVE HEALTHY OPTIONS

Snacks can be "better-for-you" and still be satisfying and taste great. And the perfect item to fit that category is pork. With protein-rich meat snacks experiencing a gourmet evolution, pork, being high in protein and rich in many vitamins and minerals, can be an excellent addition to a healthy diet.

60% of consumers aged 18-34 typically choose a healthy snack for any snacking occasion¹



SNACK LOVERS LOVE DISTINCTIVE TASTES

From sweet to salty to smoky to spicy, snackers like that blast of flavor they get from their snacking favorites. Below, find the flavor profiles that consumers prefer:²

Sweet – 65% | Salty – 64% | Spicy – 35% | Tangy – 24% | Smoky – 22%



SNACK LOVERS ENJOY SEASONAL SNACKING

When holidays and different seasons roll around, snackers enjoy items created especially for those occasions. From BBQ in summer to holiday hors d'oeuvres, once again, pork fits the bill with its application versatility. Operators that feature a seasonal option in their menus create demand because those items are generally limited in availability. Plus, seasonal items can be profitable because consumers are willing to pay a higher price.

42% of consumers agree they are willing to pay more for seasonal dishes³

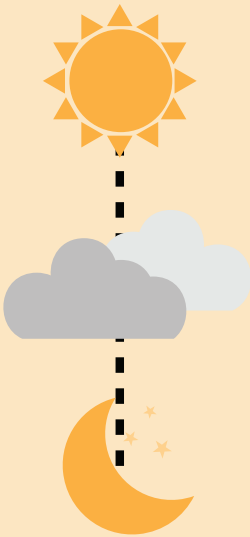
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Snacking All Day Long

Anytime. Day or Night. There's just no stopping snacking! From a mid-morning pick-me-up, to an afternoon break, to a late night indulgence, whenever and wherever people crave, it's always the right time for snacking.



LATE MORNING - CHORIZO BREAKFAST BURRITO, CARNITAS BAGEL, PORK BELLY BISCUIT SLIDERS, PANCETTA BISCUITS

AFTERNOON - HAM ROLL UP, CUBANITO, BARBACOA ARANCINI, CHIPOTLE CHICKEN TACOS

EARLY EVENING - PANCETTA-WRAPPED TENDERLOIN, ROAST BEEF CARPACCIO, CHORIZO TOSTONES, BRAISED PORK BELLY SLIDERS

LATE NIGHT - CHICKEN CORN CAKE, SMOKED SAUSAGE CROQUETTES, KOREAN BBQ POT ROAST SLIDERS

CHEF FRANK TALKS SNACKING FUSION

Chef Frank Dominguez, Smithfield's Corporate Chef, is a culinary aficionado when it comes to fusion cuisine. His signature creations include recipes such as Korean BBQ Chicken Tacos (pictured) and Caribbean Jerk Baguette. "Whether it's combining two unexpected ingredients into one entrée or adding unique and on-trend ethnic flavors to traditional dishes, fusion has helped shape what chefs are turning their creativity to today," says Frank. "The key is to find two ingredients that may be very different but still work together well. Otherwise, you may end up with something quite adventurous that may have virtually no taste appeal for consumers."



2.7 AVERAGE NUMBER OF SNACKS CONSUMED DAILY

46% EATING THREE OR MORE DAILY

IRI, CSP Snacking Supplement, 2016

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Snackin' Across the Nation

Restaurants everywhere are offering new and fun menu items that fit the snacking mold. Below is just a small selection of examples of how operators, from QSRs to Fast Casuals and beyond, are joining the snacking craze.



P.F. Chang's
Cecilia's Pork Dumplings & House-Made Pork Egg Rolls



Cheesecake Factory
Truffle-Bacon Grilled Cheese Sticks & Crispy Cuban Rolls



TGI Fridays
Pan-Seared Pot Stickers & Jack Daniel's Burger with Hickory Smoked Bacon



Noodles & Company
Korean BBQ Meatballs with Gochujang Sauce



Bar Louie
Bacon Chophouse Sliders & BBQ Pulled Pork Sandwich



California Pizza Kitchen
Charred Shishito Peppers & Banh Mi Bowl



Arby's
Sliders including Ham 'N Cheese, Turkey 'N Cheese and Pizza flavors.



Houlihan's
Cubano Egg Rolls & Organic Potstickers

“SHAREABLE SNACKING PLATES ARE A NICE WAY TO INTRODUCE NEW AND DIFFERENT CUISINES. THEY CAN BE ENJOYED WITH OTHER PEOPLE.”

**CHEF DAN WEILAND
FORBIDDEN ROOT, CHICAGO, IL**

