

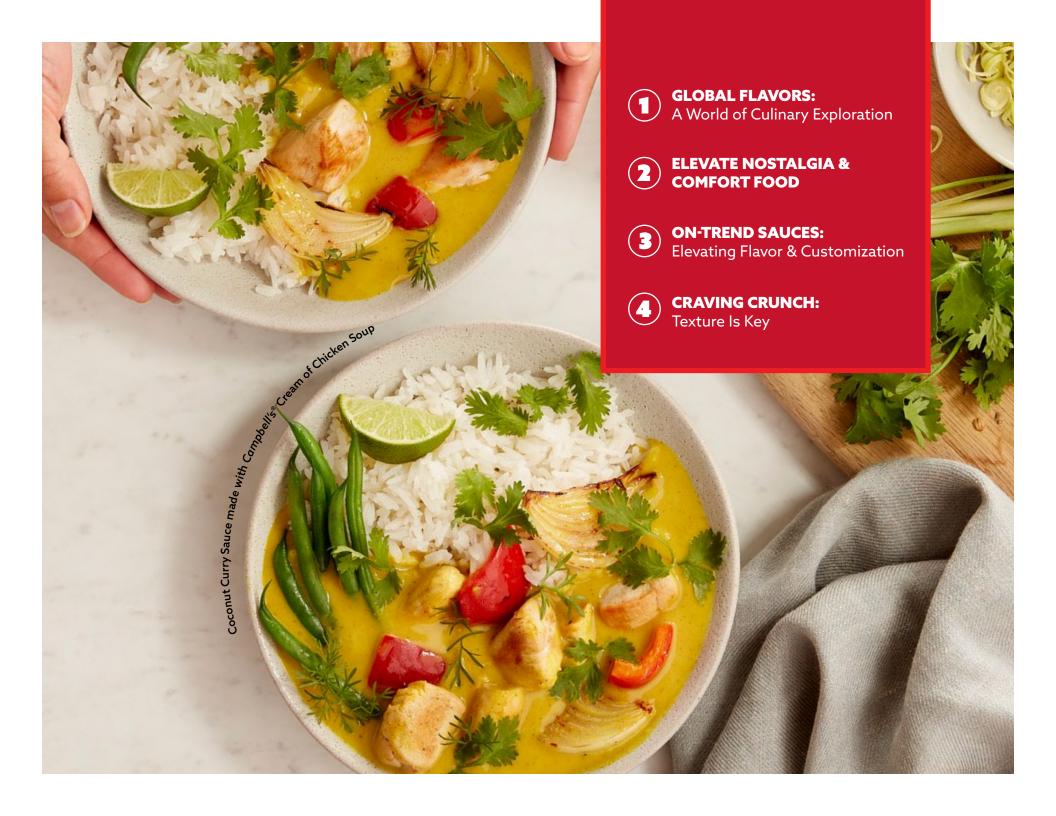
how to craft

Menus

consumers

will love

**Campbell's**Foodservice







When consumers eat out, they want to satisfy their cravings first and foremost.

# **32%** of consumers say satisfying a craving is their primary reason for eating out.<sup>1</sup>

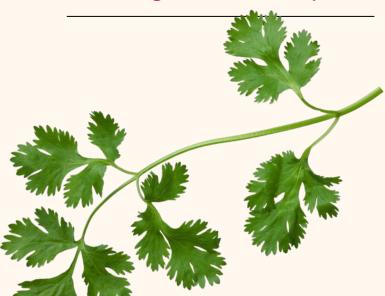
At the same time, consumers are looking for new flavors and innovative ingredients.

Discover how to build menus that tap into these consumer cravings by crafting on-trend dishes, creating enticing menu descriptions, and using labor-saving, versatile ingredients.





# **CHEF INSIGHT:**Leverage Herbs & Spices



"To easily evoke global flavors, using herbs and spices is your best bet because they follow a certain combination and proportion based on the country of origin. At the heart of cooking ethnic and regional cuisine is focusing on the indigenous ingredients found in particular parts of the globe.

For example, while **cilantro** is found in Asian and Mexican cooking, the other herbs and spices cilantro is paired with can help identify which culture the dish can be tied back to. Focusing on these combinations of herbs and spices, along with cooking techniques, is the best way to go for chefs looking to craft craveable global flavors."

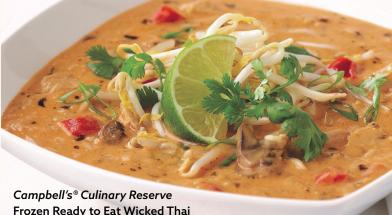
Executive Chef Gerald Drummond,
 Campbell's Foodservice

# **MENU TIP:**Use Trending Global Items



#### **Trend:** Asian Soups

Asian soup entree mentions have increased **5%** at non-Asian/noodle concepts over the past year, including ramen (+17%) and pho (+8%).<sup>4</sup>

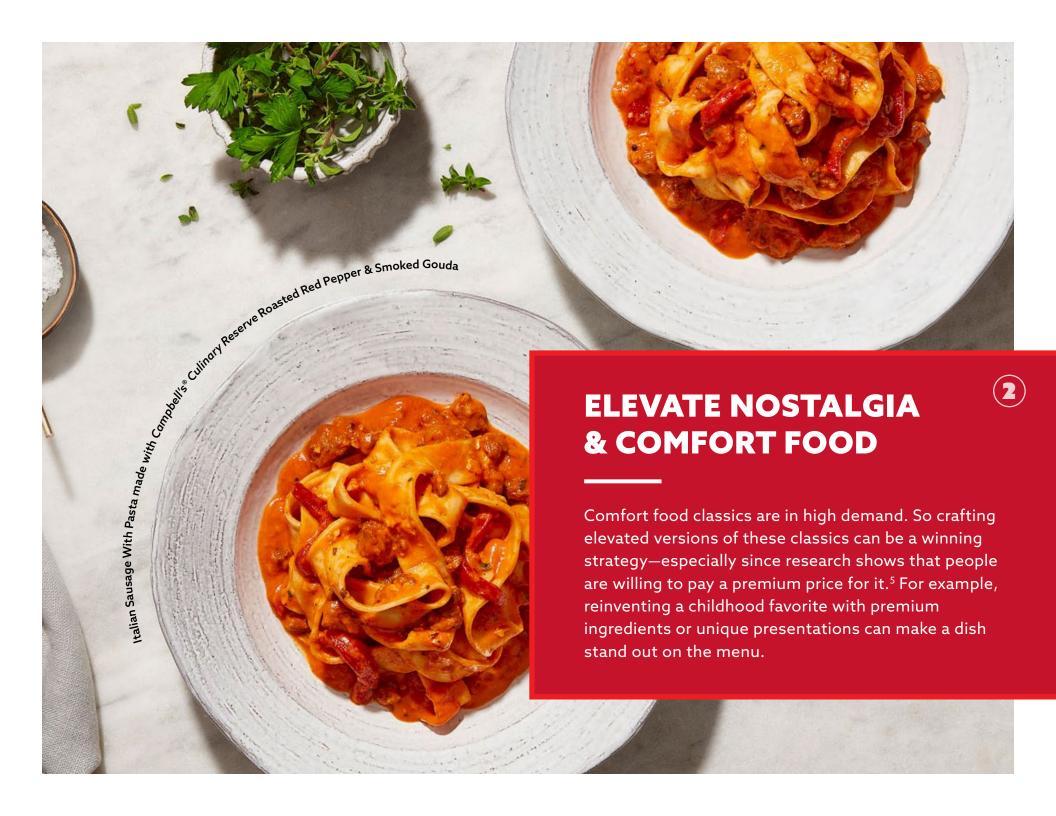


Frozen Ready to Eat Wicked Thai Style Chicken and Rice Soup

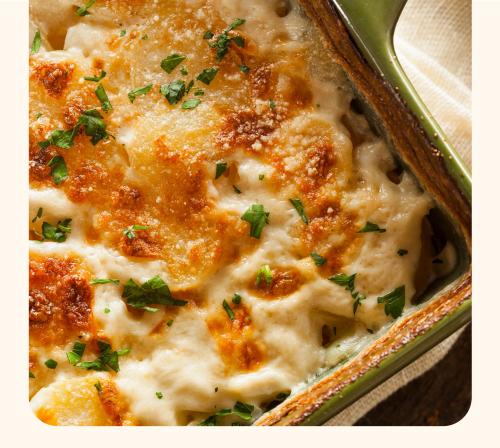
#### **RECIPE INSPIRATION**



Thai Chicken Bowl made with Campbell's® Healthy Request® Cream of Chicken Soup



The top 10 limited-time offers with the highest purchase intent were comfort foods like baked cheesy potatoes, onion rings, and loaded mashed potatoes.



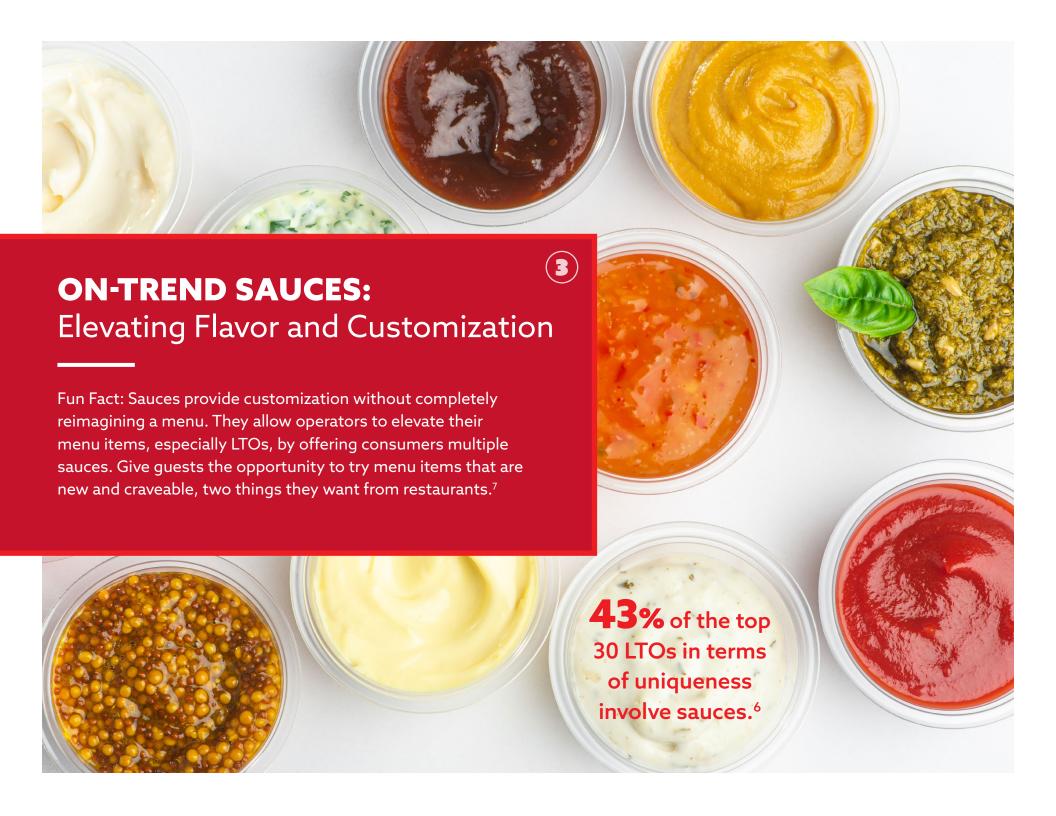


### **CHEF INSIGHT:**Invoke Food Memories

"Craveable foods are often nostalgic. What is craveable for me is my mom's **chicken and dumplings**. Why? Because it invokes that food memory of going back home and having that dish that makes me feel comfortable."

Executive Chef Gerald Drummond,
 Campbell's Foodservice





**63%** of consumers say that dips, condiments, and sauces are an appealing way to add flavor.<sup>7</sup>



#### **MENU TIP:** Add Spice

Spicy sauces are gaining popularity. The following are predicted to be fast-growing on menus:<sup>3</sup>

Cracked Pepper Sauce	Morita
Habanero Marinade	Toreado
Fresno Chile Pepper	Nashville Hot
Hot Honey	Chamoy



**BRAND HIGHLIGHT:** Pace®

Pace® salsa, sauce, and picante add instant spice and flavor to any dish. Kick up any recipe with a dash of Southwest flavor.

# CHEF INSIGHT: Use Versatile Back-of-House Products

"Using Campbell's® Culinary Reserve's on-trend soups as a speed-scratch sauce option allows operators to create new menu items with existing pantry ingredients. It's easy to take proteins, starches, and vegetables you already have and use them in combination with these soups to create a new menu item.

For example, you can take our *Campbell's® Culinary Reserve* Roasted Poblano and White Cheddar Soup with Tomatillos, combine grits, garlic, white cheddar. And garnish with shrimp and chopped cilantro for creamy and decadent dish. By using our speed-scratch ingredients, there are a lot of ways to elevate what you already have in your operation without adding more SKUs and the labor burden of having to create a lot of different sauces from scratch."

Senior Chef Greg Boggs,
 Campbell's Foodservice



Campbell's® Culinary Reserve Frozen
Ready to Eat Roasted Poblano and White
Cheddar Soup with Tomatillos



Shrimp & Cheese Grits made with Campbell's® Culinary Reserve Frozen Ready to Eat Roasted Poblano and White Cheddar Soup with Tomatillos



## MENU TIP: Use Menu Descriptions

The following menu descriptors related to texture were among the most craveable for consumers:8

Crispy	Fried
Juicy	Crunchy

### **CHEF INSIGHT:**Consider Contrast

"The importance of adding a crunch and a texture is always top-of-mind for chefs. For example, chocolate mousse on its own is craveable, but when you add chocolate pearls on top, that provides a contrast between the smooth, velvety mousse and the crunchiness on top that elevates the dish. Having that combination and knowing how to marry those two together, finding that right balance, is something chefs look to when they're developing menu items."

Executive Chef Gerald Drummond,
 Campbell's Foodservice



#### BRAND HIGHLIGHT: Kettle Brand®

<u>Kettle Brand® chips</u> provide instant crunch and bold flavor to any menu. With on-trend varieties and convenient packaging, *Kettle Brand®* chips are the perfect pairing for sandwiches and garnish for soups and chilis.



At Campbell's Foodservice, our diverse portfolio of brands provides labor-saving products and on-trend flavors to help you achieve culinary excellence and satisfy your customers' cravings.

Campbell's® Culinary Reserve soups

Pace® salsa, sauce, and picante

Kettle Brand® chips

**CONTACT US** TO DISCUSS HOW OUR PORTFOLIO CAN EMPOWER YOUR RESTAURANT OPERATION.

Campbells **Foodservice** 



<sup>1.</sup> Menu & LTO Trends, Technomic, May 2023

<sup>2.</sup> Trends Driving Dine In Experiences, Technomic, September 2023

<sup>3.</sup> Forecasting the Future - U.S. 2025 Trend Predictions - Q1 2023, Technomic, 2023

<sup>4.</sup> On the Menu Webinar - U.S., Technomic, August 2023

<sup>5.</sup> The New Nostalgia of Foods, Insight Symrise

<sup>6.</sup> LTO Thought Starters - 3 Trends to Tap Into When Developing LTOs, Technomic, September 2022

<sup>7.</sup> Consumers Demand Crave-able Flavors and Customization, Technomic, 2017

<sup>8.</sup> Midyear Trends Report, Datassential, 2023