

Ethnic Mashups

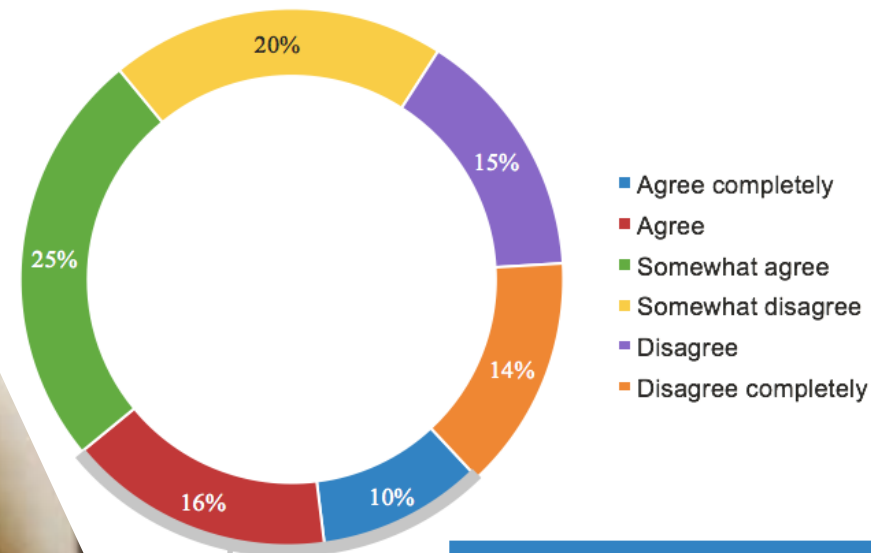
Ethnic Mashups are all about using authentic ingredients from other cultures and working them into a classic from another

Street food has been leading in this area and now there is demand for these mashups to transition to other dayparts and segments

Ethnic Preferences

Consumers are calling for more Latin and Asian flavors at breakfast

“I’d like to see more ethnic items and flavors offered at breakfast.”



“I’d like to see more...”

- “Burritos”
- “Spanish dishes”
- “Spices like paprika, adobo, turmeric”
- “Horchata, Mexican food”
- “Chorizo dishes”
- “Asian dishes”

Base: 1,500 aged 18+
Q: I would like to see more ethnic items and flavors offered at breakfast. Agree & agree completely

Pork Belly

- Pork Belly adoption continues to increase in adoption on US menus
- Of the menus that feature Pork Belly, over 60% are found on Ethnic Menus
- Pork Belly top paired items/flavors are – egg, onion, pickled, roasted, fried, braised cilantro



Menu

- BLT BAO Bun
 - Sysco Sous Vide Pork Belly with a Kimchi Aioli
- Mexican Street Corn Waffle
 - Baker's Source Waffle batter infused with Tajin and Chorizo topped Mexican street corn
- Chicken & Waffles
 - Baker's Source Belgian Waffle featuring Franks Red Hot Seasoning and Chicken Twists

