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.”

- 26% strongly agree
- “Barbacoa”
- “Spanish dishes”
- “Spices like paprika, adobo, turmeric”
- “Horchata, Mexican food”
- “Chorizo dishes”
- “Asian dishes”

Agree completely 20%
Agree 16%
Somewhat agree 23%
Somewhat disagree 14%
Disagree 10%
Disagree completely 15%
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