

Fluent in Flavor



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45% of consumers who eat chicken strongly agree that restaurants should offer more chicken entrées with ethnic flavors.



¹ Flavor Consumer Trend Report, Technomic, 2017





Welcome

Ethnic flavors on menus are on the rise due to increased consumer demand and wider availability of global products. More specifically, more incidents around Asian fusion creations – think bao buns with southern fried chicken, pork carnita tacos topped with kimchi and hoisin flavored chicken wings served with a Sriracha ranch sauce – are increasing and finding their way onto menus.

For some operators, branching out and incorporating unfamiliar ethnic flavors can be daunting, but it doesn't have to be! Sysco products paired with **Jade Mountain's** line of convenient, ready-to cook items and Asian-inspired ingredients make it easy for operators to link these flavors with traditional cuisines and stay up to date with the changing culinary trends.



24% of consumers purchase ethnic flavors from restaurants at least once a week.¹

Learn more at SyscoFoodie.com or contact your local marketing associate.

Spotlight on Jade Mountain

Offering ingredients and fully prepared items that imparts Asian elements to dishes, **Jade Mountain** offers the very best staples inspired by the very best of Asia. With products that are perfect for incorporating into recipes or for simply infusing an element of ethnic flare into a special dish, we offer everything you need from seasoned oils and rice to ready-to-cook egg rolls and tempura entrées.

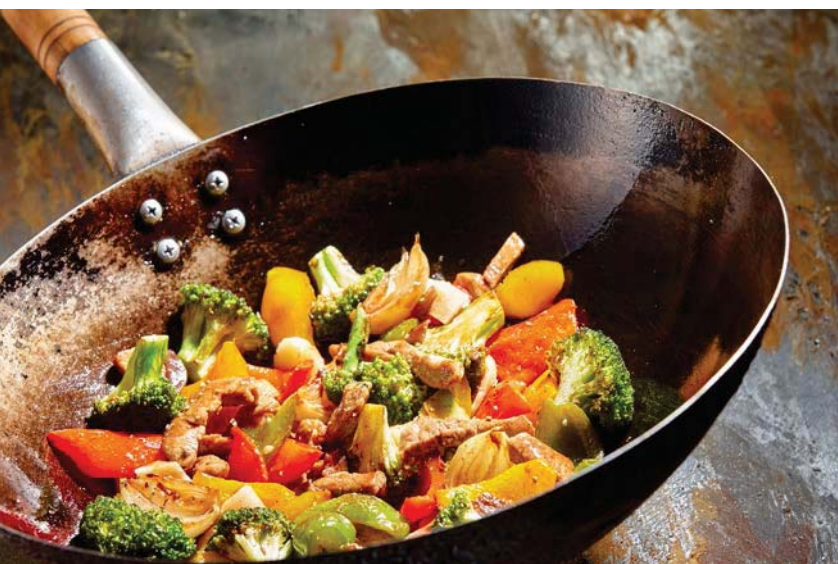




Global flavors are becoming more popular across all menu dayparts – there's been a 68% increase in Asian-fusion breakfast items since 2016 – and it's crucial for operators to offer menu items that satisfy consumers' culinary curiosities. From velvety Matcha breakfast smoothies and breakfast pork belly buns to coconut curries and ginger-spiced rice puddings, **Jade Mountain** has the products you need to bridge cuisines and enhance your offerings.



Speed-scratch ingredients like the **Jade Mountain** frozen and shelf-stable sauces can be served as is, or used as a base for your own signature creation; use them as finishing sauces, glazes, marinades or dipping sauces for entrées, proteins and fried foods to elevate menu items.



Learn how Jade Mountain products can make a meal complete by visiting our brand page on SyscoFoodie.com/JadeMountain.





Fusion that Fits Your Menu

Operators with mainstream and specialty menus can easily incorporate fusion elements. In fact, 75% of consumers say they like it when restaurants with mainstream menus serve ethnic foods. Items like Korean meatballs made with **Fire River Farms** ground beef can be served as part of an appetizer tray with Asian dipping sauces, or served on traditional bao buns and topped with vibrant, julienned produce from **Sysco Imperial Fresh**.

Thai flatbreads, spicy Sriracha-tossed **Sysco Classic** popcorn chicken and sesame-soy marinated steak bites - all of these dishes bridge familiar cuisines and satisfy consumers' desire try new flavors while enjoying their favorite dishes. Draw attention to these features by offering as a limited time offer, feature as a small plate or on a happy hour menu.



8 out of 10 consumers eat at least one ethnic cuisine per month, with 84% of them choosing to eat it at a restaurant that focused on that cuisine.



Sysco

Island Grilled Beef

Yield: 8 servings

- 4 garlic cloves
- 1/4 c diced yellow
- 1/4 c olive oil
- 1/4 c pineapple juice
- 6 tbsp **Jade Mountain**
soy sauce
- 3 tbsp brown sugar
- 2 tsp finely chopped
peeled fresh ginger
- 1/2 tsp ground black pepper
- 2 boneless beef loin,
sirloin or flank
steaks

1. In blender, purée all ingredients, except steaks. Place steaks in large bowl; pour marinade over steaks. Cover and refrigerate for at least 4 or up to 12 hours.

2. Remove steaks from marinade; reserve marinade. Grill steaks over medium heat for 12 minutes or until internal temperature reaches 135°F for medium-rare, turning once and basting occasionally with reserved marinade. Let stand 5 minutes. Thinly slice steaks diagonally across the grain.



On the Cutting Edge



CUTTING EDGE SOLUTIONS

Maximize your profits by adding our responsibly-sourced Premier Gold Natural Wild Caught Gulf Shrimp to your menu. Sourced in the Gulf of Mexico, processed and individually quick frozen without artificial preservatives or added antibiotics or sulfites, our shrimp is ideal for stir fries, tempura entrées, seafood soups, salads and more!



32% of consumers said they would order shellfish dishes that include ethnic flavors.¹



Seafood stew, soups and curries from various cultures are becoming more and more popular, and allow operators to feature premium ingredients such as our Premier Gulf Shrimp. Not only do operators benefit from featuring an ethnic-inspired dish, but consumers are exposed to a dining experience they wouldn't normally produce at home, meaning they're more apt to pay more for these dishes.





Tools of the Trade

Having the proper tools is essential when creating any dish. Whether you're serving up Chinese takeout, Japanese sushi, Thai noodles or Korean BBQ, having the right tools makes all the difference. For all of your cookware and utensil needs, look no further than Sysco on the Fly.

For more information about the products listed in this brochure,
contact your local Marketing Associate.

