

Ham Menu Tips



When you think Whole Ham, one of your first thoughts is Ham at the holidays. After all, Ham is great comfort food, hearty and delicious. And a Whole Ham makes for a great centerpiece at the carving station.

But Whole Ham is whole lot more than just comfort food. And, Whole Hams from XXXXX under the XXXXX label are one of the most versatile cuts you can buy, standing by, ready for you to use in so many ways,

every day. (XXXXX offers Superior Selection, Standard Quality and Value Line)

Certainly, you can thick slice Ham into steaks for center of plate Dinner entrées or at Breakfast, day in and day out. And, you can thin slice it for your Sandwiches.

Chunk it, cube it, julienne it and you've got toppings for your salads or meat for your soups. Ham is a great topping for pizza, or an ingredient in your prepared entrees...pasta dishes and the like.

To prove the point, the chart at the left from MenuMine shows just how versatile Ham is, by Menu Part. This might surprise you, but the leading use of Ham in foodservice is as a Sandwich. In fact, Sandwiches account for 33% of all Ham applications throughout foodservice. By the way, the most popular Ham sandwich is not just a Ham Sandwich. It's Ham and Cheese (36% of all Ham Sandwich

Leading Menu Items including Ham by Menu Part

Menu Part	Item Type
Appetizer	Antipasti
Breakfast Entree	Omelette
Pizza	Hawaiian Pizza
Breakfast Sand	Croissant
Center of Plate	Ham Steak
Salad	Salad w/ Ham
Prepared Entree	Quiche

mentions. Second is Ham with Turkey). For a twist, finely chop some Ham for Ham Salad Sandwiches.

Ham on Breakfast Entrees is a close second to Sandwiches, with 27% of total applications. Ham is also important on fast growing Breakfast Sandwiches. Ham ranks third after Bacon and Breakfast Sausage with 18% of protein applications on these types of sandwiches.

Other key uses for Ham: on Pizza, Salads, on Center of Plate Entrees, Prepared Entrees and as a Breakfast Side. Minor uses for Ham are in Appetizers and Soup.

Total Foodservice Ham Usage

Menu Part	Share of Ham
Sandwich	33%
Breakfast Entrée	27%
Pizza	8%
Brkfst Sand.	7%
Salad	7%
Center of Plate	7%
Prepared Entree	4%
Brkfst Side.	3%
Appetizer	2%
Soup	1%
Other	1%
All Ham (2782 items)	100%



Menu Parts by Types of Operations

If you run a Midscale operation, here are some guidelines for using Ham. 50% of Ham items are Breakfast Entrees, 17% are Sandwiches, 7% are Salads, 6% Breakfast Sandwiches. Casual Independents Ham applications are quite diverse: 31% Breakfast Entrees, 15% Sandwiches, 13% Center of Plate, 11% Appetizers and 9% Salads, and 8% Prepared Entrees. QSR Independents focus heavily on Sandwiches: 64%. Fine Dining leans more heavily to Prepared Entrees 22%, Sandwiches 18%, Appetizers 17%, Salads 13% and Center of Plate 12%. See Right Table.

Most popular usage of ham in Independent

The table below shows the usage of Ham by item type in three different independent restaurant market segments.

	All Sectors	Midscale Ind	Casual Ind	QSR Ind	Fine Dining
Menu Parts	%	%	%	%	%
Sandwich	33	17	15	64	18
Breakfast Entree	27	50	31	9	4
Pizza	8	1	6	8	5
Breakfast Sandwich	7	6	1	2	<1
Salad	7	7	9	4	13
Center of Plate	7	5	13	<1	12
Prepared Entree	4	3	8	4	22
Breakfast Side	3	5	2	1	<1
Appetizer	2	1	11	<1	17
Soup	1	1	<1	<1	4
Other	1	4	4	8	5

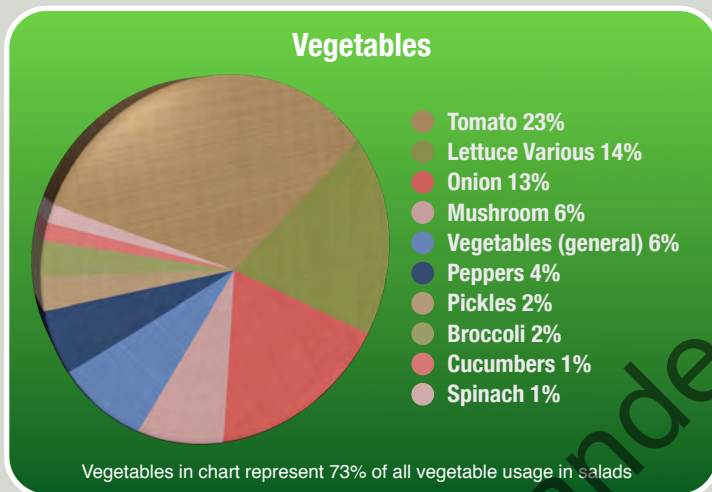
Item Type	Description	Market Segment
Ham & Cheese Sandwich	Ham, Eggs, Jack Cheese, Chiles on Sourdough	Fine Dining
Torta	Soft corn tortillas, layered with Ham, melted Swiss, Peppers, Onions, topped with fried Eggs and Salsa	Casual Independent Southwestern
Cubano	Fresh Roast Pork, Ham, Swiss, Pickles, Mustard and Mayo on a Cuban Roll	Fine Dining Latin
Breakfast Egg Entree w Ham/Bacon/Sausage	Classic Omelette with Ham, bell peppers, onion, cheddar and jack cheeses. Choice of Bacon or Sausage as side.	Family Dining Coffeeshop
Breakfast Sandwich	One slice of ham between pancakes, topped with 2 eggs, whipped butter and syrup	Family Dining Coffeeshop
Center of Plate Chicken Breast	Poached Chicken Breast topped with Bernaise Sauce, served on Baked Ham	Fine Dining French Casual Seafood
Center of Plate Top Sirloin/Ham	Top Sirloin with half Ham Steak, Vegetables, choice of Garlic Mashed Potatoes, Fries, Rice Pilaf or Slaw	Family Dining Coffeeshop
Chopped Salad	Roasted smoked turkey, ham, bacon, blue cheese, tomatoes, almonds, new potatoes and peas, tossed w fresh greens and choice of dressing	Casual American
Prepared Entree Diced Ham	Diced Ham, onion, black olives, topped with Swiss Cheese, Sour Cream and Chives. Three whipped eggs cooked open face and topped w Cheddar-jack cheese. Served with Potatoes and Bagel	Family Dining Coffeeshop
Ham and Gritts Appetizers	Ham and Gritts sauteed with Bacon, Mushrooms, scallions over cheese grits.	Family Dining Coffeeshop
Fritters Appetizers	Chick Peas Country Ham Fritters and grain mustard aioli	Casual American
Hawaiian Pizza	Marinara sauce, julienned ham, chunks of fresh pineapple, green onions, mozzarella cheese and toasted almond.	Family Dining Coffeeshop
Seafood Gumbo	Shrimp, Crab, Sausage, Chicken and Ham, Special Seasonings	Family Dining Cajun/Creole

Produce Menu Tips



Leading Vegetables/Fruits on Independent Menus

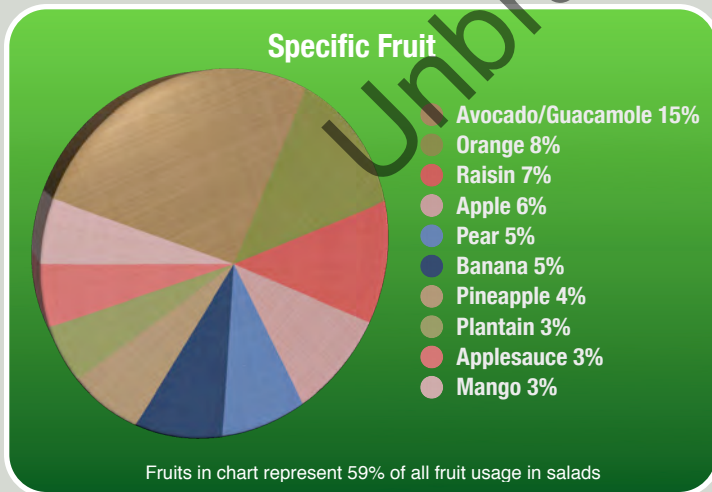
Trends in Vegetables and Fruit



Nearly every savory menu item includes some kind of vegetable(s) and even fruit. They are the mainstay in Salads, they are key ingredients in Prepared Entrees, they serve as accompaniments or a la carte choices for Center of Plate, Sandwiches, Burgers. They show up as Appetizers and in Soups. They are everywhere! In fact, in 2007 Savory Items with Vegetables averaged 34 items per Independent Operator, up 5% over the last 5 years. Savory Items with Fruit averaged 8 items per Independent Operator, up 8% over the last 5 years.

The Veggie parade is led by Tomatoes, Lettuce, Onion, Mushrooms, General Vegetables, Peppers, Pickles, Broccoli, Cucumbers, and Spinach. These account for two thirds of the types of Veggies on menus.

The Fruit parade in Savory is led by Avocado either as Avocado or Guacamole, Orange, Raisin, Apple, Pear, Banana, Pineapple, Plantain, Applesauce and Mango. This group accounts for 59% of the Fruit on Savory.



Below are the leading Salads

Leading 2007 Green Salads 6% of Items:

Caesar Various	18.4%
Green Salad	5.7%
Spinach Various	5.6%
House Salad	5.1%
Mixed Greens Salad	4.2%
Grilled Chicken Salad	2.7%
Greek Salad	2.7%
Cobb Various	2.7%
Garden Salad	2.3%
Salad w/ Chicken	2.2%
Salad w/ Shrimp	1.7%
Chef Salad w/ Ham and Turkey	1.6%
Ensalada	1.4%
Heart of Romaine Salad	1.3%
Grilled Steak Salad	1.2%
Chopped Salad	1.2%
Goat Cheese Salad	1.1%
Arugula Salad	1.0%
<1%	38.0%

Tips on Menuing Salads

1. Be more descriptive and specific.

An analysis of the descriptions of items with Vegetables and Fruit show that only 17% use descriptive appetite appeal terms. The overwhelming descriptive term is *Fresh*. The single word *Fresh* accounts for 60% of all descriptive appetite appeal terms. Another 12% of terms combine *Fresh* with words like homemade, natural, organic, local, signature, classic, aged, hearty, flavorful, gourmet, seasonal and so on. In short, describe some of your healthiest and freshest ingredients accordingly. Your customers are increasingly looking for it.

2. Offer more variety in Vegetables and Fruit... and describe them.

Instead of menuing Lettuce, offer and describe the many varieties of lettuce greens that are menued in this order: Romaine, mixed greens, Arugula, Baby Greens, Field Greens, Endive, Heart of Palm.

-Instead of just Tomatoes, offer and describe Roma, sun dried, cherry, beefsteak, vine ripened, grape, green heirloom or plum.

-Instead of just Onions, offer and describe red, green, sweet, banana, jalapeno bell, pasilla, among others we have noted on menus.

-Instead of just Mushrooms, offer and describe Portabella, wild, white, sauteed, button, forest or shiitake.

-Instead of offering just vegetables, offer and describe mixed, grilled, fresh, medley, minced, seasonal or steamed vegetables.

3. With a little imagination, combine leading dressings for your own Signature, Original, Secret or House Salad. Surprise your patrons with fruit.

Dressings on Salads	
Vinaigrette various	34.6%
Caesar various*	22.2%
Signature, house, etc	9.3%
Vinegar & Oil, inc. Balsamic	4.6%
Blue blue cheese*	3.2%
Ranch*	2.6%
Garlic	1.5%
Greek	1.4%
Italian*	1.2%
French	1.2%
Honey Mustard*	1.1%
Bacon	1.1%
Lemon	0.8%
Sesame Ginger	0.6%
Peanut	0.6%
Thousand Island*	0.5%
138 others	13.5%



Fine Dining Independent Menu

Salads

Italian Operator

Bibb, romaine, sliced avocado, green onion, tomato, mushrooms and our house dressing topped with parmesan cheese.

Seafood Operator

Sweet Maui onions, asparagus, Bay shrimp, hearts of palm, tomatoes, and feta cheese in a caper pimento vinaigrette with fresh avocado.

Vegetarian Operator

Mixed field greens tossed with roasted corn and black bean salsa, Roma tomatoes, roasted red peppers, cucumbers, avocado, shredded jack and cheddar cheese, tortilla strips and low-fat buttermilk ranch dressing.

Latin Operator

Marinated grilled breast of chicken, pineapple, cantaloupes, oranges and mangos tossed with a guava mojo over field greens.

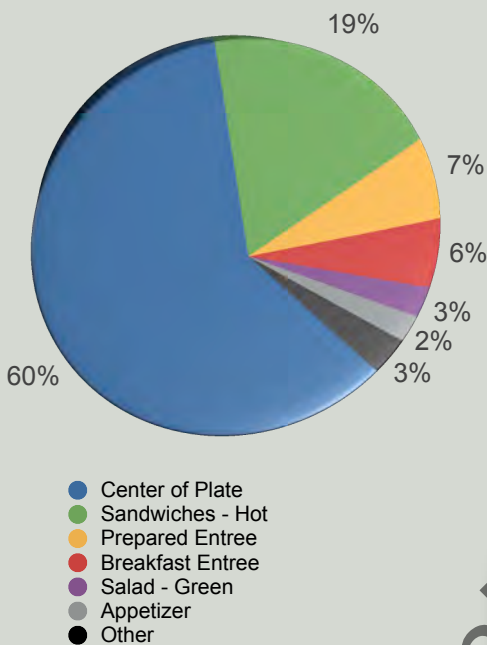
California Operator

Mixed Green Leaf Salad, celery, Bosc pears.

Steak Menu Tips



Steak Across the Menu



There's nothing like a juicy thick steak at dinner to satisfy your patrons. No one will argue. But, as a matter of fact, there are lots of ways to satisfy that taste for Steak, according to MenuMine, the official menu database for XXXXX.

As the pie chart shows, while 60% of Steak Items are Center of Plate, 19% are Hot Sandwiches, 7% are Prepared Entrees like Stir Fry, or Medallions or Fajitas, another 6% are served at Breakfast, and 3% are used in Salads and 2% are found as Appetizers.

Steak Prices Across the Market Place

XXXXX has a brand to fit every segment and every Steak price. For your Super premium items, you can order XXXXX, for your premium Steak Items, order XXXXX. For your mid-priced items including Ground Beef and Philly Steaks you can look to XXXXX. Below are Average Menu Prices for various steaks for each Market Segment.

Steak Prices Across the Market Place

	Fine Dining	Casual Ind	Midscale Ind	QSR Ind.
Center of Plate				
Filet Mignon	\$32.46	\$26.50	\$23.40	\$0.00
NY Strip	\$32.69	\$25.62	\$16.86	\$17.00
Ribeye	\$33.40	\$24.59	\$15.07	\$16.37
Sirloin	\$30.40	\$22.02	\$13.34	\$10.49
Porterhouse	\$50.97	\$51.16	\$17.00	\$0.00
T-Bone	\$41.38	\$27.76	\$17.13	\$11.95
Hot Sandwiches				
	\$13.65	\$12.29	\$7.70	\$5.53
Prepared Entrees				
Beef Stir Fry	\$18.54	\$12.95	\$11.10	\$8.95
Beef Medallions	\$15.95	\$17.72	\$0.00	\$0.00
Steak Fajita	\$18.95	\$14.95	\$14.43	\$5.20
Asian Beef	\$15.95	\$9.95	\$0.00	\$9.50
Pepper Steak	\$15.99	\$18.00	\$7.40	\$7.95

Top 12 Steak Items

NY Strip	9.2%
Filet Mignon	9.1%
Ribeye	7.5%
Sirloin	5.1%
Steak Sandwich	3.3%
Egg Entrée w Steak	3.2%
Beef Filet	2.7%
Philly Cheesesteak	2.6%
Pepper Steak	2.0%
Grilled Steak Salad	1.7%
T-Bone	1.5%
Skirt Steak	1.5%
Total	49.4%



Preparation of Steaks, by Menu Part

When we analyze preparation for the over 1600 steak items being menued by independents, here are the findings:

- ❖ Center of Plate: Grilling 54%, Broiling 11%, Roasted 6%, Chargrilled 5%
- ❖ Hot Sandwiches: Grilling 61%, Griddle Fried 11%, Roasted 7%
- ❖ Prepared Entrees: Grilling 31%, Sautéing 25%, Stir Frying 16%
- ❖ Breakfast Entrees: Grilling 28%, Griddle Fried 44%, Pan Fried 6%
- ❖ Salads: Grilling 81%



% Share of Steaks	100	60	19	7	6	3	2	3
	All Steaks	Center of Plate	Sandwich Hot	Prepared Entrée	Breakfast Entrée	Salad Green	Appetizer	Other
Preparation	%	%	%	%	%	%	%	%
Grilled	52	54	61	31	28	81	35	52
Broiled	8	11	1	4	1	5	0	8
Roasted	6	6	7	1	4	0	3	6
Sauteed	5	4	4	25	4	0	3	5
Griddle Fried	4	<1	11	3	44	0	0	4
Chargrilled	4	5	2	2	0	2	0	4
Charbroiled	2	2	2	1	1	0	0	2
Slow roasted	2	2	2	0	0	0	0	2
Stir Fried	1	<1	0	16	0	0	0	1
Total	84	84	90	83	82	88	41	84

Center of Plate Steak Pairings: Carbs and Sauces

Below is a summary of how Independents are pairing their carbs and sauces with leading Center of Plate Steaks. Note how potatoes are the overwhelming favorite carb.

	All Steaks	Filet Mignon	NY Strip	Flank/Skirt	Ribeye	Sirloin	T-Bone
Top Carb Pairings	%	%	%	%	%	%	%
Mashed Potato	13	19	12	39	9	8	21
Potatoes unspec.	11	17	20	0	7	6	16
Fries	9	4	8	15	13	6	11
Baked Potato	6	1	11	0	6	10	5
Choice of Potato	5	4	2	8	3	8	11
Garlic Mashed	4	4	2	0	12	6	0
Rice	3	1	1	0	0	2	0
Baked Potato/Rice	3	1	2	8	1	3	0
Roasted Potatoes	2	1	0	8	6	2	0
Potatoes au Gratin	2	1	4	8	1	0	0
Total	58	53	62	86	58	51	64
Top Sauces	%	%	%	%	%	%	%
Béarnaise	7	11	4	0	0	7	0
Gravy	3	0	0	4	0	7	0
Au Jus	7	8	15	4	9	10	29
Chimi-churri	4	2	2	15	6	0	0
Demi-Glace	1	2	4	0	0	0	0
Teriyaki	2	2	9	0	0	5	0
Salsa	2	2	4	8	0	0	0
Country Gravy	2	0	0	0	0	0	43
Total	28	27	38	31	15	29	72



Value Steaks and Cheeseburger Menu Tips



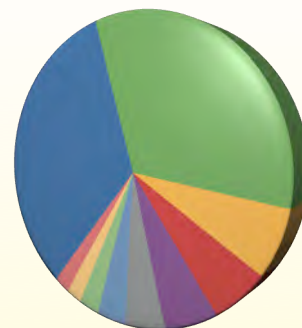
Steak Beyond Center of Plate on Independent Menus

If you're looking for ways to give your patrons more Steaks in these tougher economic times, here are some valuable tips you can use.

As you can see from the table on the right, there are lots of options beyond Filet Mignon and Strip Steaks. Use value cuts in Prepared Entrees, in Sandwiches, Appetizers, at Breakfast and in Salads.

Steak Placement on Menus

- Prepared Entrees 35%
- Sandwich - Hot 32%
- Appetizer 7%
- Breakfast Entree 6%
- Salad 6%
- Sandwich - Cold 2%
- Pizza 4%
- Side Dish 3%
- Soup 2%
- Other 2%



Top 20 Prepared Entrees Using Steak

Top 20	% Items	Average Price
Fried Rice w Beef	4%	\$6.49
Beef Stew	4%	\$11.13
Enchilada w Beef	3%	\$7.68
Chow Mein	3%	\$5.93
Meat & Broccoli	3%	\$6.44
Beef Fajita	2%	\$10.55
Beef Stir Fry	2%	\$11.14
Asian Steak/Veggie	2%	\$6.46
Steak Fajita	2%	\$11.73
Lo Mein Noodles	2%	\$5.88
Beef Burrito	2%	\$5.99
Asian Entree w Beef	1%	\$9.18
Szechuan Entree w	1%	\$7.17
Beef w Hunan Sauce	1%	\$6.97
Meat w Garlic Sauce	1%	\$6.18
Enchilada w Beef Strips	1%	\$8.20
Steak Burrito	1%	\$5.82
Chile Relleno	1%	\$13.94
Oxtail Stew	1%	\$10.71
Beef Curry	1%	\$6.94

Top 20 Steak Sandwiches

Top 20	% Items	Average Price
Roast Beef	10%	\$6.97
Steak Sandwich	7%	\$7.80
Philly Cheesesteak	6%	\$7.23
Gyros	4%	\$5.96
Deli Meat	4%	\$6.36
French Dip	4%	\$8.43
BBQ Beef	2%	\$6.50
Prime Rib	2%	\$14.05
Beef Taco	2%	\$5.89
Roast Beef/Turkey	2%	\$6.26
Hoagie	2%	\$7.05
Torta	2%	\$4.43
Roast Beef/Cheese	1%	\$6.68
Submarine	1%	\$5.57
Italian Sub	1%	\$5.63
Italian Beef	1%	\$5.13
Cuban	1%	\$4.84
Roast Beef/Cheddar	1%	\$5.91
Chimichanga w Beef	1%	\$8.26
Beef Quesadilla	1%	\$3.39

XXXXXX Brand Steaks are a perfect value choice for Prepared Entrees, Sandwiches, Salads and Appetizers. Includes marinated Flat Iron, Ribeyes, Strip, T-Bones in various sizes.

Make the sandwiches above with these leading breads: French Bread, Hoagie Roll, Rye, Bun, Flour Tortilla, Pita Bread, Kaiser, Panini.



Leading Appetizers and Salads using Value Steak Cuts

Appetizers

Top 10	% Items	Average Price
Nachos w Beef	9%	\$5.28
Chili Cheese Fries	7%	\$4.41
Beef Carpaccio	5%	\$8.93
Antipasti	5%	\$10.41
Satay/Kabobs	5%	\$5.40
Steak/Beef Tartare	4%	\$10.80
Nachos w Steak topping	3%	\$8.04
Spicy Beef	3%	\$4.95
Sope (open face taco)	3%	\$2.67

Salads

Top 6	% Items	Average Price
Grilled Steak Salad	15%	\$10.92
Taco Salad w Beef	6%	\$8.15
Chef Salad	4%	\$7.86
Beef Salad	4%	\$10.30
Taco Salad w Beef/Chicken	4%	\$6.60
Grilled Caesar Steak Salad	3%	\$12.56

Cheeseburgers on the Menu

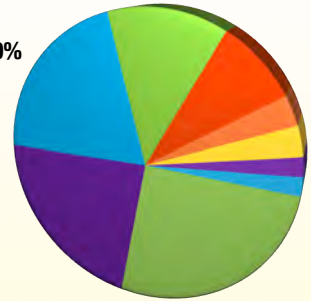
Out of all the Burgers on the Menu of Independents, 67% are Cheeseburgers. Here are the leading Cheeseburgers and '07 prices.

Item Name	% items	Avg Price
Totals	100	\$7.13
Cheeseburger	34	\$6.20
Bacon Cheeseburger	9	\$6.55
Mushroom Swiss Cheeseburger	5	\$7.51
Bacon Cheddar Burger	4	\$8.81
Angus Cheeseburger	4	\$8.55
Signature Cheeseburger	3	\$7.77
Bleu Cheeseburger	3	\$7.90
Chili Cheeseburger	3	\$6.81
Steakburger	3	\$9.51
Double Cheeseburger	3	\$4.82
Mushroom Cheeseburger	2	\$6.66
Hamburger	2	\$7.79
Angus Hamburger	2	\$9.76
Southwestern Burger	2	\$6.78
BBQ Cheeseburger	2	\$7.58
Jack Cheeseburger	1	\$8.09
Cheddar Cheeseburger	1	\$9.08
Philly Cheeseburger	1	\$6.74
Black and Bleu Burger	1	\$8.23
Other	16	\$7.66

Leading Forms of Ground Beef for Cheeseburgers: After standard Beef Patty in order: Angus, Chuck, Beef Sirloin, Kobe

Top Cheeses

- American 22%
- No Cheese Specified 20%
- Cheddar 12%
- Swiss 8%
- Monterey Jack 3%
- Bleu/Blue 3%
- Pepper Jack 2%
- Jack 2%
- Other 26%



"Other" includes cheese like: Jalapeno Pepper Jack Cheddar/ Parmesan/Swiss, Aged Cheddar, Feta, Wisconsin Cheddar, Smoked Cheddar and White Cheddar

Top Breads

Besides Hamburger Buns, try Kaiser Rolls, Toasted Sesame Seed Buns, Whole Wheat Buns or Soft Baguettes



Make Steak Sandwiches and Cheeseburgers with XXXXX Brand Breads

Add more flavor with Bacon...
20% of Cheeseburgers include Strips of bacon.

Add more flavor with BBQ Sauce, Thousand Island Dressing, Salsa, Guacamole, Sour Cream, Marinara or Chipotle Sauce

Cheese and Dairy Menu Tips for Independents

Cheese... all over the menu

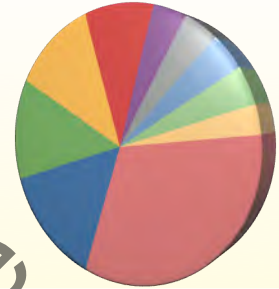


Leading Cheese Applications

Sliced (Sandwiches)	31%
Topping -Entrees, Appetizers, Sides,	14%
Filling -Eggs, Entrees, Appetizers, Sides	12%
Pizza Topping	12%
Shredded for various Applications	12%
Cheese Sauces, Dips	8%
Melted for Various Applications	7%
Crumbles	2%

Top Cheeses on Independent Menus

- Mozzarella 15%
- Parmesan 13%
- Cheddar 12%
- Swiss 9%
- Bleu/Blue 4%
- American 4%
- Feta 4%
- Goat 4%
- Provolone 3%
- Other 32%



Of all the Dairy Products, Cheese is the most broadly used. 25% of all savory menu items include some kind of Cheese. This is partially because of the many flavors. The popularity of Cheese is also due to its many uses, as seen on the left.

Cheese Varieties by Menu Part on Independent Menus

	Hot Sandwich	Salad Green	Appetizer	Prepared Entree	Pizza	Center of Plate	Breakfast Entree	Sandwich Cold
Top Menu Parts 89%	19%	16%	13%	12%	12%	8%	5%	4%
Cheese Varieties								
Mozzarella	11%	2%	17%	14%	87%	4%	2%	8%
Parmesan	3%	32%	10%	33%	1%	8%	1%	2%
Cheddar	14%	5%	14%	9%	2%	9%	30%	6%
Bleu/Blue	2%	24%	7%	2%	1%	21%	1%	3%
Swiss	24%	3%	1%	3%	<1%	7%	21%	35%
Goat	1%	8%	8%	4%	2%	8%	4%	2%
Feta	2%	11%	4%	4%	1%	2%	5%	<1%
American	11%	<1%	<1%	<1%	<1%	<1%	9%	9%
Provolone	11%	1%	1%	2%	<1%	3%	<1%	11%
Cream Cheese	1%	<1%	4%	1%	<1%	3%	3%	9%
Cottage Cheese	<1%	1%	<1%	2%	<1%	12%	1%	2%
Monterey Jack	4%	1%	2%	2%	<1%	3%	<1%	<1%
Ricotta	<1%	1%	2%	7%	3%	2%	1%	<1%
Jack Cheese	2%	<1%	<1%	1%	<1%	1%	5%	2%
Other Varieties	14%	11%	29%	16%	3%	17%	17%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%

Cheese Menu Items

Torta Sandwich

Soft Corn Tortillas layered with Ham, **melted Swiss**, Peppers & Onions, and topped with Fried Eggs and Salsa.

Bleu Cheese Greek Salad

Greek Salad, Fresh Tossed Greens with tangy vinaigrette, **Feta Cheese**, Greek Olives and Peppers. Or Wedge of Lettuce with **Creamy Blue Cheese Dressing** and smoked Pepper Bacon.

Sambousek Appetizer

Thinly rolled half circle shaped dough stuffed with **Feta Cheese**, Spinach and Onions, Skillet Fried.

Baked Mahi-Mahi Prepared Entree

Lightly covered with a **Parmesan Cheese** Crust and served with a Shrimp Sauce.

With Cheese and Dairy having so many applications, it is always a good idea to have plenty on hand, especially XXXXX Brand

Source: MenuMine from Foodservice Research Institute



Sauces Based on Dairy Products

Cream, Butter, Cheese, and Yogurt are very important Sauce Bases. As a group, they account for 20% of all sauce bases and rank 2nd, 3rd, 15th and 24th out of the top sauce bases. Highlighted below are all sauces using Dairy.

Tomato Based	25%
Cream	11%
Butter	6%
Wine Sauce	5%
Gravy	4%
Hot Pepper Sauce	4%
BBQ Sauce	3%
Garlic Sauce	2%
Asian Sauce	2%
Fruit Sauce	2%
Curry Sauce	2%
Unspecified	2%
Seafood Sauce	2%
Cheese	2%
Soy/Oil/Asian Sauce	1%
Aioli Sauce	1%
Gravy (clear)	1%
Mustard	1%
Pepper Sauce	1%
Bean Sauce	1%
Lemon Sauce	<1%
Herb Sauce	<1%
Yogurt	<1%
Vinaigrette	<1%
Mushroom Sauce	<1%
Soy Sauce	<1%

Leading **Cream Sauces** include Hollandaise, Alfredo, Remoulade, Crème Fraiche, Cucumber Sauce

Leading items w **Hollandaise**: Egg Entrees, Asparagus, Oysters Rockefeller, Broccoli, Breakfast Pizza, Mixed Veggies, Salmon

Leading items w **Remoulade Sauce**: Crab Cakes, Shrimp, Oysters, Calamari, Smoked Trout, Crawfish, Beef Carpaccio

Leading items w **Crème Fraiche**: Smoked Salmon, Tuna Tartare, Grilled Salmon

Butter sauces with Lemon, Vinegar, Garlic, Herbs and other flavor enhancers are famously used with Veal, all types of Fish and Seafood. Preparation is most often grilled, broiled Blackened.

Cheese Sauces naturally go with Pastas, and as Vegetable flavor enhancers. Cheese, Of course, is a part of various Nachos, Chicken Dishes, even as a topping such as in Chili.

Yogurt sauces are often part of dishes from the Mideast such as Biryani with rice, Greek Pizza, Tandoori Chicken or Pizza, Eggplant, Kabobs

Desserts using Dairy Products

Dairy products are major Dessert ingredients. Ice Cream, and frozen dairy Desserts like Sherbet lead the Dessert list in item count. Cheesecake, a big user of Cream Cheese, ranks 5th. Yogurt ranks at the bottom.

Leading Desserts	
Ice Cream Sundae	19%
Pudding/Mousse	17%
Cake	16%
Cream Pastry	8%
Cheesecake	7%
Fruit Bar Tart Crisp	3%
Cream Pies	6%
Fruit Pies/Cobblers	4%
Fruit Dish	4%
Cookies	3%
Tortes Souffles	3%
Other Toppings	2%
Brownie	1%
Dish Yogurt	1%
Biscotti-Cracker-Wafer	1%
Candy Snack	<1%

Desserts using Whipped Toppings

Whipped Toppings, another dairy ingredient, are a natural Dessert enhancement that can add appetite appeal, and therefore, value. Interestingly, the percent of Desserts using Whipped Toppings varies widely from only 3 or 4% up to over 40% and averages only 10%.

Below are the Desserts, and the % of each mentioning Whipped Toppings.

% of each Dessert using Whipped Topping	
Ice Cream Sundae	11%
Pudding/Mousse	5%
Cake	10%
Cream Pastry	20%
Cheesecake	6%
Fruit Bar Tart Crisp	6%
Cream Pies	29%
Fruit Pies/Cobblers	2%
Fruit Dish	0%
Cookies	0%
Tortes Souffles	16%
Other Toppings	5%
Brownie	42%
Dish Yogurt	16%
Biscotti-Cracker-Wafer	0%
Candy Snack	0%



Add more XXXXX Whipped Toppings to more of your desserts and put yourself ahead of your competition. For a complete list of XXXXX products, please contact your XXXXX Representative.

Veggies/Fruit and Cooking Oils



Veggies on Independent Menus

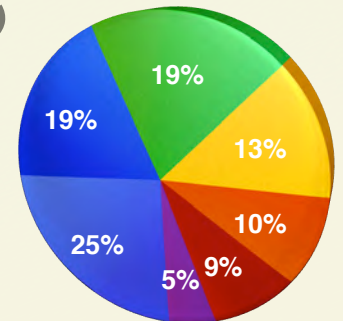
Veggies, of course, are a staple across the entire menu. As the pie chart shows, Center of Plate Entrées and Prepared Entrées are the leading Item types which include Veggies. Each accounts for 19% of the items on Independent Operator menus.

Hot Sandwiches, at 13%, and Green Salads at 10% round out the top four for Veggies, accounting for 61% of the Menu Items which include Veggies.

Certain major Veggies, like Lettuce and various Greens, are generally purchased fresh, but it is amazing how many Veggies are available canned or frozen. Below is an inventory ranking of the top Veggies by their share of mentions on Independent Menus..

Leading Menu Parts which include Veggies

- Center of Plate
- Prepared Entrée
- Sandwich - Hot
- Salad - Green
- Appetizer
- Side Dish
- Other



Based on 11,600+ items

“Add interest, color and taste by going beyond the usual Lettuce, Tomatoes and Onions. Also, consider Vegetarian Items to cater to the Health Conscious.”

% Share of Veggies Mentions on Independent Menus



Veggie Side Dishes

Veggies stand on their own as a la carte Side Dishes. Below is a rank of the leading Veggies and how they are enhanced with Leading Cooking Methods and Sauces.

Leading Veggies		Leading Sauces	
Onion Ring	21%	Cream Sauce	11%
Green Bean	10%	Butter Sauce	10%
Vegetables	9%	Curry Sauce	9%
Corn	6%	Garlic Sauce	8%
Mushroom	5%	Asian Sauce	7%
Broccoli	5%	Hollandaise Sauce	7%
Spinach	5%	Tomato Sauce	7%
Tomato	4%	Olive Oil	7%
Asparagus	4%	Cheese Sauce	5%
Pea	2%	Marinara Sauce	3%
Cabbage	2%	Hot Pepper Sauce	3%
Mixed Vegetables	2%	Unspecified	2%
Steamed Vegetables	2%	Bean Sauce	2%
Pickle	2%	Seafood Sauce	2%
Squashed	1%	Tomato Salsa	2%
Okra	1%	Butter Cream	2%
Cauliflower	1%		
Carrots	1%		
Olives	1%		
Jalapeno	1%		
Cucumber	1%		

Leading Preparation	
Deep Fried	26%
Sautéed	23%
Steamed	20%
Boiled	13%
Grilled	5%
Roasted	4%
Baked	2%
Simmered	2%
Stir-Fried	1%

Use of Fruit

Fruit is increasingly used on Savory parts of the Menu.

By Menu Part: Breakfast Entrées, Center of Plate, Hot Sandwiches and Green Salads have the largest item counts of fruit.

At Breakfast, leading fruits include Banana, Fresh Fruit, Blueberry and Strawberries.

Raisins, Applesauce and Oranges are the leading Fruits for Center of Plate.

For Hot Sandwiches, Avocado, Fresh Fruit, Pears, Banana are leaders.

On Salads, Avocado is also very popular.

Menu Part	Percent	Count
Totals	100%	1,928
Breakfast Entrée	17%	319
Center of Plate	15%	281
Sandwich - Hot	11%	215
Salad - Green	10%	197
Prepared Entrée	8%	152
Appetizer	7%	142
Sandwich - Cold	5%	102
Other	27%	515

Fruit	Brkfst Entrée	Center of Plate	Sandwich Hot	Salad Green
Avocado	3%	4%	27%	30%
Fresh Fruit	10%	3%	21%	2%
Banana	13%	2%	10%	3%
Orange	4%	10%	<1%	10%
Apple	12%	4%	1%	5%
Pear	<1%	4%	16%	5%
Raisin	2%	14%	1%	1%
Apple Sauce	3%	10%	2%	0%
Fruit	12%	0%	0%	0%
Mango	<1%	9%	1%	3%
Blueberry	8%	0%	0%	1%
Strawberry	6%	0%	0%	1%

% Share of Items Using Various Cooking Methods, By Menu Part

Among Independents, the breakdown of Cooking Oils is Grilling Oils, 77%, Deep Frying Oils 16%, and Pan Coating Oil for Release 7%.

To the right is a summary of Cooking Oils which are used to prepare items, by Leading Menu Parts.

Grilling is the most often mentioned method, particularly for Center of Plate and Sandwiches.

Deep Frying is the second most used Method. It is the leader for Center of Plate items, Appetizers and Side Dishes like Fries.

Griddle Frying is key for Breakfast Entrées, while Stir Fry and Sauté are leading methods for Prepared Entrées.

	Center of Plate	Prepared Entrée	Breakfast Entrée	Hot Sandwich	Appetizer	Side Dish	Pizza
Preparation	%▼	%▼	%▼	%▼	%▼	%▼	%▼
Grilled	39%	19%	11%	54%	19%	12%	2%
Deep Fried	23%	4%	1%	9%	44%	42%	<1%
Griddle Fried	<1%	2%	61%	15%	2%	3%	0%
Sautéed	8%	34%	2%	6%	8%	16%	<1%
Stir Fried	2%	29%	0%	<1%	1%	9%	0%
Baked in Pizza Oven	0%	0%	0%	0%	<1%	0%	75%
Pan Fried	3%	2%	2%	1%	3%	1%	0%
Broiled	4%	<1%	<1%	<1%	2%	<1%	0%
Seared	3%	1%	<1%	<1%	3%	<1%	0%
Baked	<1%	<1%	1%	<1%	1%	<1%	12%
Skillet Fried	<1%	1%	4%	1%	1%	1%	0%
Grilled on Skewer	3%	<1%	0%	<1%	2%	<1%	0%
Deep Fried Crispy	1%	1%	0%	1%	4%	1%	0%
Total	86%	93%	82%	87%	90%	85%	89%