

## PILE ON THE FLAVOR WITH LOADED DISHES

The phrase “carbo-loading” takes on another meaning when you think about the fries, tots and mashed potatoes commonly topped with bacon, cheese and gravy. But the “loaded” trend is making its way across dayparts, menu parts and segments, with everything from hot dogs to Bloody Marys to poke bowls piled high with offbeat and colorful ingredients. Whether it’s an Instagram-worthy smoothie bowl or made-to-order avocado toast, loaded dishes can add excitement and a signature touch to your menu offerings.



## CHEF TIPS

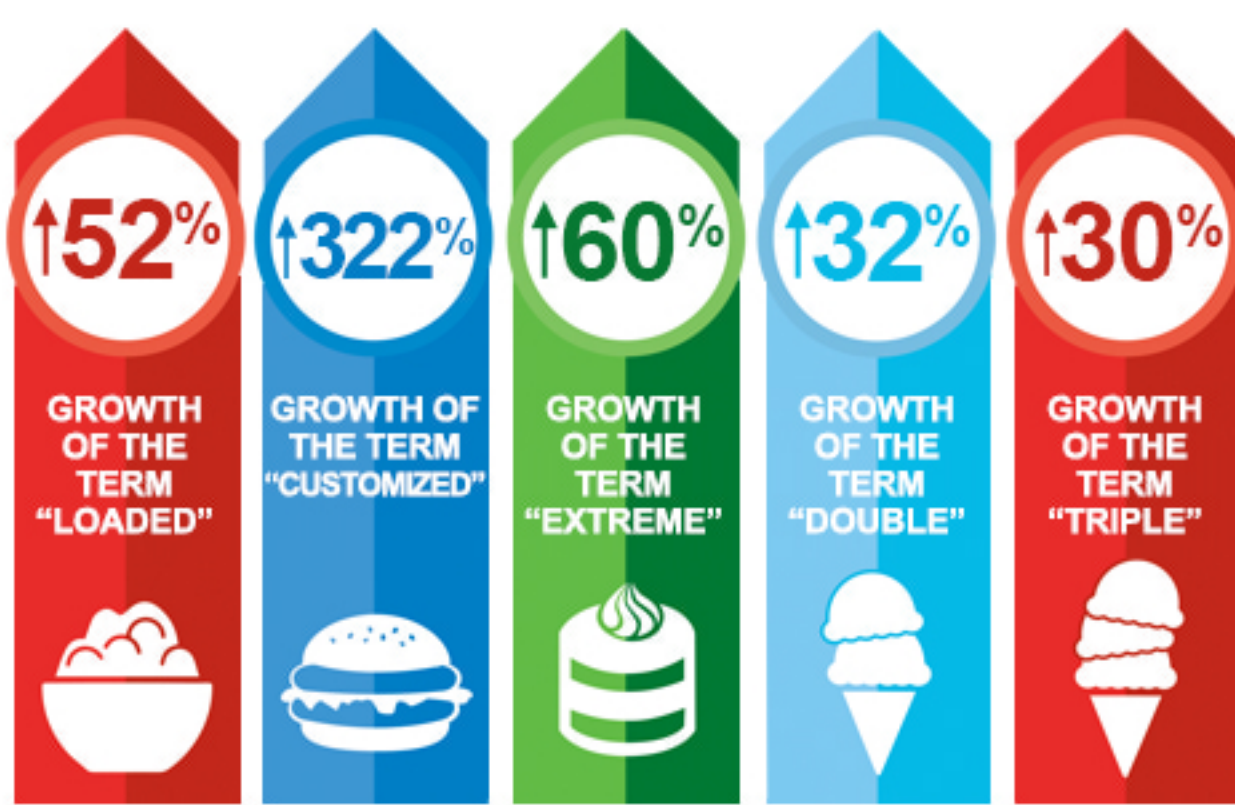
Loaded dishes are often synonymous with indulgence, so don’t be afraid to get creative. Shareable appetizers and family-style sides are perfect for adventurous diners looking for a unique meal experience. Patrons looking for more healthful options can still enjoy loaded dishes with fresh produce, nutritious whole grains and flavorful spices.

- Find a balance between salty and sweet when you add walnut sundae topping to your favorite poutine recipe
- Take hummus to new heights with added layers of fresh and pickled vegetables
- Double the cheese—and the fun—with nachos made from quesadillas instead of plain tortilla chips
- Stack waffles with fresh fruit, whipped toppings and even caramel corn to add eye-catching height to breakfast offerings
- Hot dogs, veggie burgers and chicken sandwiches are just a few of the classic dishes that can be reinvented with stacks of toppings




## BY THE NUMBERS\*


A look at restaurant menus makes it clear—bigger is better! Loaded dishes, jaw-dropping piles of ingredients and personalized items reflect the preferences of today’s patrons.



\*Datassential MenuTrends, U.S. menu penetration growth 2005-2016.



## PRODUCT FOCUS



The **NEW Reddi-wip®** features natural vanilla flavor with real sugar and Grade A cream. That means no artificial flavors, no artificial sweeteners, no high fructose corn syrup and no hydrogenated oil! Try it on all of your loaded desserts, breakfast offerings, coffee beverages and more.

## GREAT FOOD. BRIGHT FUTURE.

Learn more about **Conagra Foodservice**, your partner in culinary innovation.

[WATCH THE VIDEO](#)



## BUILDING UP FLAVOR, ONE LAYER AT A TIME

Start with a base like pancakes, grits or fries and build unique flavor profiles inspired by classic dishes or ethnic cuisine. Try our suggestions below and visit our website for even more recipe ideas.



### LOADED CHEESY GRITS

This zesty recipe features **Rosarita® Mild Ground Tomato Salsa**, fried eggs, spicy pepitas and more. Perfect for DIY meals and breakfast stations.

[VIEW THE RECIPE](#)



### FULLY LOADED SWEET POTATO FRIES

**RO\*TEL® Original Diced Tomatoes & Green Chilies** are the star of the show, but classic baked potato toppings like bacon, sour cream and scallions add an element of familiarity.

[WATCH THE VIDEO](#)



### IRISH PUB NACHOS

Smoked sausage and whiskey cheese sauce made with **RO\*TEL® Original Diced Tomatoes & Green Chilies** give these potato “nachos” signature flair.

[VIEW THE RECIPE](#)



### S'MORES PANCAKES

A loaded breakfast (or dessert) with a nostalgic twist—alternating layers of **Krusteaz® Chef Supreme Grande Pancakes**, **J. Hungerford Smith® Marshmallow Topping**, **Milk Chocolate Fudge Topping** and crushed graham crackers.

[VIEW THE RECIPE](#)

## THE QUICK DISH



Traditional finger foods, such as potato tots and fries, are moving into fork-and-knife territory as the foundation of loaded dishes.

↑106%  
Tots have grown on menus over the past four years.<sup>1</sup>

62%  
of consumers are interested in trying loaded fries.<sup>2</sup>

↑38%  
growth of waffle fries since 2012.<sup>3</sup>

<sup>1,3</sup>Datassential MenuTrends, U.S. menu penetration growth 2012-2016.

<sup>2</sup>Datassential, “On the Menu,” March 2017.



## SEGMENT FOCUS: CASUAL DINING

Fun and funky loaded dishes are making an impact in the casual dining segment. Here are some of our favorite examples showcasing the trend.

- **NEW YORK CITY'S BLACK TAP** pioneered the “crazy milkshake” trend with such offerings as their Cotton Candy Strawberry Shake—including a vanilla-frosted rim with blue, pink and pearl chocolates topped with a pink lollipop, rock candy, whipped cream and cotton candy.
- **SCRATCH KITCHEN & LOUNGE** in Chicago serves full one-pound servings of fries with unique topping combos, including a Mediterranean option with feta, lemon, oregano, Kalamata olives, sun-dried tomatoes, olive oil, cucumber and tzatziki.
- **THE RUBY SLIPPER CAFÉ** in New Orleans takes brunch to the next level with towering takes on the classics, such as their Shrimp Boogaloo Benedict with sautéed gulf shrimp served over fried green tomatoes and a buttermilk biscuit, topped with poached eggs and a Creole tomato sauce.