

BOLD FLAVORS AND MENU INNOVATION GO HAND IN HAND

The humble sandwich is one of the few items that can truly span foodservice segments, cuisine types AND dayparts—found on 73% of restaurant menus. And with so many unique sandwiches found all over the world, authentic global street food can serve to inspire menu innovation right here in the U.S. For example, 51% of consumers say grilled cheese is their favorite sandwich. Why not add global flair to this classic with Chihuahua cheese, halloumi, Manchego or kasseri? Adventurous eaters are embracing such ingredients as chimichurri, wasabi, kimchi and tzatziki sauce on sandwiches, too. Take advantage of the universal appeal of sandwiches by introducing bold international flavors into your breakfast, LTO and signature lunch offerings.



DECONSTRUCTED TORTA

Conagra Foodservice put a tasty spin on the classic Mexican sandwich with our *Torta de Lechon Asado*. Here's a breakdown of every delicious element!

- BOLILLO ROLL** from the Spanish word for "torpedo," this roll was inspired by baguettes brought over from France in the late 1800s
- PORK SHOULDER** commonly found in tortas in the Yucatán
- TOMATO-CITRUS MARINADE** Angela Mia® Diced Tomatoes in Juice, Valencia orange juice and spices ensure fork-tender pulled pork
- HOT AND TANGY TOMATO JAM** a sweet and spicy combo of Angela Mia® Diced Tomatoes in Juice and Rosarita® Diced Green Chilies, orange juice and brown sugar
- ROMAINE LETTUCE AND GREEN CABBAGE** adds crisp texture to the torta
- QUESO QUESADILLA** rich, creamy melting cheese



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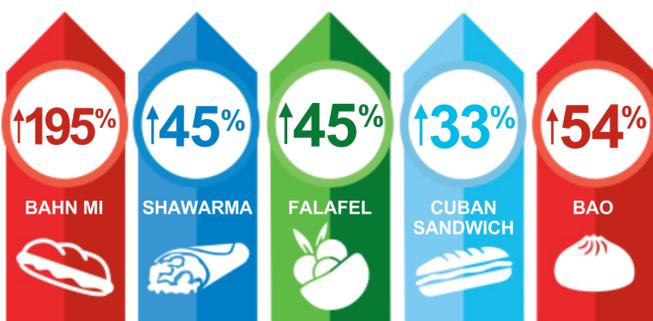
CHEF TIPS

An easy way to introduce global flavor to your sandwich menu is by swapping just one ingredient or component to create a new signature item. Authentic breads, proteins, cheeses, vegetables and condiments can serve to add an element of the unfamiliar to an already popular sandwich—creating a fresh twist on a classic!

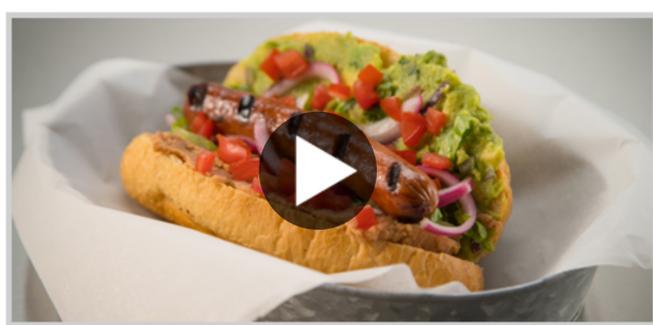
- Treat hummus as a condiment, and spice it up with harissa, gochujang or chipotle
- Mix up your mustard—start with **Gulden's® Spicy Brown Mustard** and add chopped dill pickle, minced garlic, lime juice and jalapeño to create a mojo-mustard relish, perfect for Cuban sandwiches; soy sauce, sugar, rice vinegar, mirin and sake for a Japanese-inspired marinade; or mayonnaise and caramelized onion to dress up German bratwurst
- Serve up flavorful marinated meats such as braised pork carnitas or bulgogi beef in all sorts of handheld items—including sliders, tacos and lettuce wraps, to name a few
- Get creative with carriers, using pita, naan, biscuits, waffles or Chinese steamed buns instead of traditional sliced loaves
- Give a handcrafted touch to sauces and dressings, such as savory tomato jam made with **Angela Mia® Diced Tomatoes in Juice** (see below for the recipe!)



Sandwiches, street food and other hand-held specialties from around the world can be found on menus here in the U.S. Here are some of the dishes making an impact:



*Datassential MenuTrends, U.S. menu penetration growth 2013-2017.



Start with a menu staple, the **Hebrew National® Beef Frank**, and add international flair with easy recipe ideas—it's one ingredient, three ways. [Watch our video!](#)

HANDHELD ITEMS WITH BIG FLAVOR

Zesty sauces and condiments inspired by both global and regional American cuisines will make exciting additions to your menu. Try these recipes or [visit our website](#) for more!



This Southwestern-inspired black bean burger features double the **Rosarita® Fire Roasted Tomato Salsa**: in the burger patty itself and as the foundation of a fire-roasted ketchup.

[VIEW THE RECIPE](#)



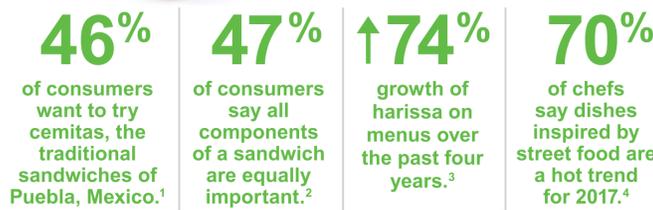
This appealing appetizer is perfect for slicing and sharing! It features a savory jam made with **Angela Mia® Diced Tomatoes in Juice**, along with crispy bacon, baby spinach, arugula and shaved Parmesan.

[VIEW THE RECIPE](#)

THE QUICK DISH



From up-and-coming varieties to hot condiments, the stats on sandwiches paint a compelling picture.



^{1,2}Datassential, "Foodbytes," June 2017. ³Datassential MenuTrends, U.S. menu penetration growth 2013-2017. ⁴National Restaurant Association, "What's Hot 2017 Culinary Forecast," 2016.



Consumer demand for quality on the go is driving innovation in the c-store segment. Sandwiches, wraps, flatbreads and burgers with non-traditional flavors are helping to drive repeat business and reposition the c-store as a dependable breakfast or lunch option.

- Bold flavor can be found throughout **WAWA's** hot sandwich offerings, including a **Sriracha Roasted Chicken Sandwich**.
- **HAWTHORN MARKET & CAFÉ** on the Iowa State University campus brings signature flavor to the convenience segment, with a **Cuban Chicken Sandwich** on focaccia with ham, Swiss, Dijon mustard, sundried tomato mayo and pickles.
- **SHEETZ** offers online ordering for their food menu, with such items as a **Screamin' Pork Burrito** featuring habanero sauce, jalapeño, pico, guacamole, rice, beans and Colby Jack.



COMING SOON

PRODUCT FOCUS

Angela Mia® Diced Tomatoes in Juice will soon be available in a **CONVENIENT NEW POUCH!** It features an easy- open tear strip, so no can opener is needed. The pouch simplifies back-of-house prep; it's safe to handle and takes up less space in the trash than traditional cans, too.

