

INTERACTIVE CUISINE DELIGHTS PATRONS

Whether it's the extreme loaded milkshakes at Yankee Stadium or internet celebrity "Salt Bae's" Turkish steakhouse with tableside rack-of-lamb carving, unique interactive dining is taking both commercial and noncommercial foodservice segments by storm. Today's diners (especially millennials) seek out more engaging culinary experiences while still putting a strong emphasis on the quality and value of food served. From pop culture pop-ups to top-your-own tacos, "eatertainment" emphasizes the "communal, experiential and social" aspects of dining that make a meal memorable (*Forbes*, 2018). And the eatertainment trend isn't limited to just barcades and bowling alleys. Restaurants looking to bring more fun to the table can incorporate such menu ideas as topping stations for dessert flights, hot cocoa, salads or even popcorn. Other Instagram-worthy concepts with an interactive twist include customizable mac and cheese, pizzas or smoothie bowls. Dishes with an element of DIY serve to differentiate your operation and keep your guests entertained!



CUSTOMIZABLE FROZEN HOT CHOCOLATE, 4 WAYS

There's nothing cooler than a **Swiss Miss®** frozen hot chocolate. Give your patrons the freedom to top their icy beverage off with **J. Hungerford Smith®** dessert toppings, **H.K. Anderson™** pretzel nuggets and more.

[WATCH THE RECIPE VIDEO](#)



PRODUCT FOCUS

Orville Redenbacher's® Gourmet Popping Corn
Light, fluffy and tender, it's the #1 name in popcorn—with 97% brand awareness. Our gourmet popping corn keeps your patrons coming back for more.

Swiss Miss® Hot Cocoa
The classic milk chocolate flavor your guests love. Made with premium imported cocoa and real nonfat milk.



CHEF TIPS

Pantry staples take on new life when used as the base for signature snacks, beverages and more. Including an "interactive" element, such as tableside prep, helps to take these dishes to memorable new heights!

 CLASSIC FAVORITE  GLOBALLY INSPIRED  EXTREME SHOWSTOPPER	 ORVILLE REDENBACHER'S® GOURMET POPPING CORN Movie Night Madness: Add popular chocolate-based candies for a sweet-and-salty flavor combo.	 SWISS MISS® HOT COCOA Warm 'n Toasty: Giant marshmallows, toasted to order, along with chocolate shaved tableside add fun interactive elements to traditional hot cocoa.
	Unexpected Butters: Toss popcorn in compound butter for a global twist; think miso butter and wasabi peas for a Japanese inspired snack.	Cinna-Spicy: Cocoa infused with smoky cayenne, poured over vanilla ice cream and dusted with cinnamon puts a Mexican spin on affogato.
	Shake Up Shakes: Top off a loaded milkshake or sundae with caramel-drizzled popcorn for a unique textural experience.	Sweet Combos: Pair hot chocolate with other classic dessert flavors—such as raspberry, mint or caramel—to create signature dessert drinks.

 **BOOZY BONUS:** Turn any daypart into a party with spiked Swiss Miss® Hot Cocoa. Simply add peppermint liqueur and Irish cream.

NEW MENU IDEAS, FROM SNACKS TO SAUCES

Orville Redenbacher's® Gourmet Popping Corn and Swiss Miss® Hot Cocoa stand alone on your menu and can also be used as ingredients in creative new recipes. Here are some ideas to get you started.



SWEET & SPICY POPCORN

A combination of sea salt, sugar, chopped walnuts and cayenne pepper give complexity to this popcorn blend, featuring Orville Redenbacher's® Gourmet Popping Corn.

[VIEW THE RECIPE](#)



CURRIED POPCORN

Orville Redenbacher's® Gourmet Popping Corn is combined with dried pineapple, wasabi peas, dry roasted peanuts and curry powder for a unique savory appetizer or bar snack.

[VIEW THE RECIPE](#)



SWISS MISS® KAHLUA SAUCE

This boozy coffee-chocolate sauce can be poured over cheesecake, served with fresh fruit or offered as a dipping sauce for mini desserts.

[VIEW THE RECIPE](#)



FROSTED COFFEE FLOAT

Your guests will be buzzing after trying this creamy float, made with coffee, vanilla ice cream and Swiss Miss® Hot Cocoa.

[VIEW THE RECIPE](#)



SUGARED DONUT BITES

Tasty donut holes are served with a duo of dips: a strawberry-vanilla sauce and a creamy Swiss Miss® and Reddi-wip® chocolate sauce.

[VIEW THE RECIPE](#)

BY THE NUMBERS

Consumers are showing strong interest in menu items and operations with elements of customization and interactivity.

+39%

GROWTH OF THE TERM "BUILD YOUR OWN" OVER THE PAST 4 YEARS¹

59%

OF CONSUMERS WOULD VISIT AN "EATENTERTAINMENT" CONCEPT²

8 IN 10

CONSUMERS SAY DINING OUT WITH FAMILY AND FRIENDS IS A BETTER USE OF LEISURE TIME THAN COOKING AT HOME³

62%

OF CONSUMERS SAY THE ABILITY TO CUSTOMIZE THEIR ORDER IS IMPORTANT WHEN VISITING A FAST CASUAL RESTAURANT⁴

¹Datassential MenuTrends, U.S. menu penetration growth 2013-2017.

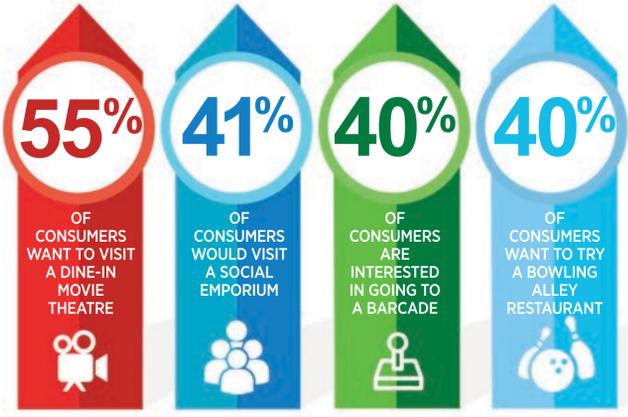
²Datassential, "Creative Concepts: Eatertainment," June 2017.

³National Restaurant Association, "2017 Restaurant Industry Pocket Factbook," February 2017.

⁴Technomic, "Consumers Demand Crave-able Flavors and Customization," 2017.

THE QUICK DISH

Eatertainment is hot! Take a look at some of the concepts within this growing segment demonstrating strong consumer appeal.




SEGMENT FOCUS: CASUAL DINING

Casual dining restaurants are taking elements of interactive, experiential and customizable dining and infusing them into their own operations. Here are some interesting ways we're seeing the trend play out.

Bit Bar (Salem, MA): Saturday brunch includes morning cartoons and a cereal bar, with a full buffet of classic cereals and toppings for guests to choose from.

Topgolf: Cinnamon sugar-dusted "injectable donut holes" are offered with a trio of fillings: chocolate, raspberry jelly and Bavarian cream.

Brown Bag Seafood Co. (Chicago, IL): Patrons choose their protein (ranging from teriyaki scallion salmon and curry fish cakes to cornflake crusted chicken), format (including salad, veggie box or quinoa-based powerbox) and sides (various slaws, tots, soups and vegetables).