

# TOP DISHES & TOP MENU TRENDS

COMFORT FOOD • PLANT BASED • SHAREABLES • GLOBAL FLAVOUR

Dayparts really don't matter anymore so mash it up and give your guests what they want when they want it. Here are some restaurant top sellers and trending dishes with tips how to maximize profit and make your menu uniquely craveable.



## EGGS BENEDICT:

33.9% menu penetration in full service breakfast



## AVOCADO TOAST:

+188% growth in menu penetration over last 4 yrs



## GRILLED CHEESE SANDWICH:

+188% growth in menu penetration over last 4 yrs



## 3 BEAN CHILI:

Is on 24% of US menus



## TRUFFLE FRIES & GARLIC AIOLI:

+83% growth in menu penetration over last 4 yrs



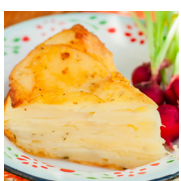
## CHICKEN WINGS:

56.3% menu penetration & +7.5% growth over last 4 yrs



## CAULIFLOWER BITES:

+1297% growth in menu penetration over last 4 yrs



## POTATO PAVE:

Potatoes, in all forms, have a 73.6% penetration in all US menus

### CHEF KYLA'S MENU HACK

Add Hellmann's® Real Ancho Chipotle Sauce to your hollandaise to make a unique signature benedict.

Use less smashed avocados by adding mayo to the mixture as well as adding creaminess. Top with pickled fruit for an on-trend twist.

Flavor your mayo with herbs and use for toasting your grilled cheese for a trendy take and delicious crispy texture.

A great plant-based option. It can be used as a base for chili, making nachos, or even shepards pie by adding mashed potatoes.

Add truffle oil, roasted garlic or other flavors, to a spicy or chipotle mayo for a sweet heat.

Brining chicken wings prior to grilling, baking, or frying will add extra juiciness. Add flavor to your brine with trendy flavors for a unique twist.

Use a high quality concentrated base to add flavor and consistency to batters. These bites make a great filling for veggie wraps.

Use LeGout® Cream Soup Base as a cream replacer for potato pave or scalloped potatoes as a money saving consistent way to create amazing dishes everytime.

### SUGGESTED PRODUCTS

- Knorr® Professional Hollandaise
- Hellmann's® Real Ancho Chipotle

- Hellmann's® Real Mayonnaise

- Hellmann's® Real Mayonnaise

- Knorr® Soup Du Jour Three Bean Vegetable Chili

- Hellmann's® Spicy Mayonnaise

- Knorr® Professional Ready-to-Use Caribbean Jerk Sauce
- Knorr® Professional Ultimate Chicken Base

- Hellmann's® Real Ancho Chipotle
- Hellmann's® Spicy Mayonnaise
- Knorr® Professional Hollandaise

- LeGout® Cream Soup Base



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## FISH TACOS:

With 16.8% menu penetration in casual dining fish tacos are a favorite.



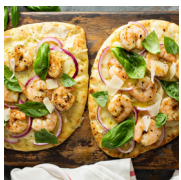
## NASHVILLE HOT CHICKEN SANDWICH:

+333% growth in menu penetration in 2021



## TACO E BIRRIA

Birria has grown 66% on menus over the past 4 years



## SHRIMP FLATBREAD WITH ALFREDO, SERRANO, AND PICKLED PEPPERS

12% larger affinity for flatbread menu items with Gen Z and Millennials



## BOWLS

33.2% menu penetration and growing at +16.2% over the last 4 years across menu types



## PLANT BASE BURGER

+43.1% growth over the last year  
"Plant Based" +5489% over last 4 years

### CHEF KYLA'S MENU HACK

Add chilies, lime, or fruit to a high-quality mayonnaise for authentic flavor.

Brining chicken with a flavorful base, prior to frying, will add extra juiciness. Add Hellmann's® Spicy Mayo to the bun.

Helps to create authentic flavor by using it in a taco e birria, use it to add a punch of flavor to existing chicken dishes by using it as a seasoning.

Use Knorr® Just-Add-Water Alfredo as a base sauce for an awesome flatbread or tartine. Top with shrimp, avocado, or tomato. Mix with Hellmann's® Spicy Mayo for an even more fun dish.

Use flavorful dressing to top salads, as well as marinate proteins for added flavor. Use a vegetable base to cook grains for an extra depth of flavor.

Add trendy ingredients, like chilies to mayo for out-of-this-world flavor.

### SUGGESTED PRODUCTS

- Hellmann's® Real Ancho Chipotle Sauce
- Hellmann's® Real Mayonnaise
- Knorr® Professional Chicken Liquid Concentrate Base
- Hellmann's® Real Ancho Chipotle
- Hellmann's® Real Mayonnaise
- Knorr® Professional Caldo de Pollo
- Knorr® Professional Alfredo Sauce
- Hellmann's® Spicy Mayonnaise
- Hellmann's® Classics Caesar Dressing
- Knorr® Professional Vegetable Liquid Concentrate Base
- Hellmann's® Heavy Duty Vegan Mayonnaise

**BREAKFAST**

**STARTER/SHAREABLES**

**MAINS**

\*Datassentials Menu Trends Nov 2021



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