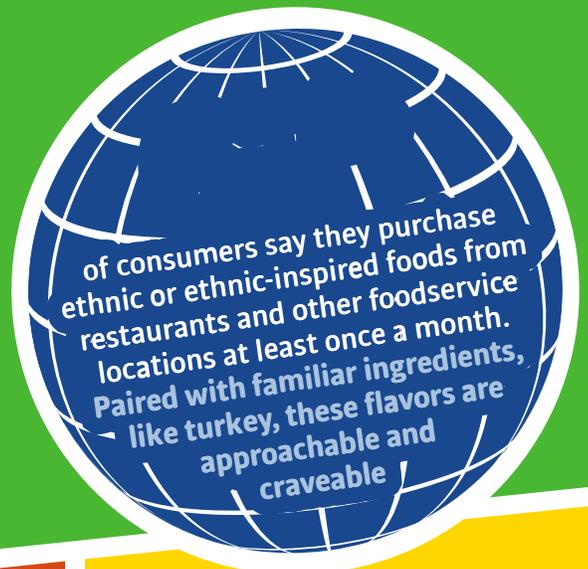


# 4 ETHNIC FLAVORS TRENDING ON MENUS



## 1 BRINGING THE HEAT: Harissa

This hot chili paste adds powerful, flavorful heat to any meal

**49%** of consumers find **spicy flavors** appealing or extremely appealing



**Up 19%**  
on menus  
year-over-year

### MENU TIP:

Give any dish a boost of heat – use **harissa as hot sauce on virtually anything** – from eggs Florentine with roast turkey to chicken and waffles and more. Blend it into a dressing or dip, too.

**Cooper's Hawk Winery & Restaurants'** Grilled Chicken Pitas are served with artisan hummus, vegetables, lemon, tomato harissa, herb feta cream and french fries.

## 2 SMOKY SPICE: Ancho Chile

**Up 5%**  
on menus  
year-over-year

Perfect for adding bold, smoky flavor to dishes

**51%** of consumers find **smoky flavors** appealing or extremely appealing



### MENU TIP:

Blended into mayonnaise, ancho creates a **delicious sandwich spread**.

At **Bubba Gump Shrimp Co. Restaurant & Market**, the Texas Chicken Sandwich pairs Cajun grilled chicken breast, crisp bacon, pepper jack cheese, fresh guacamole and ancho chile mayo.

## 3 COMFORTING WITH BOLD WARMTH: Sesame

Paired with soy sauce, ginger and other ingredients, sesame can create a great marinade or teriyaki sauce

**43%** of consumers find **bold flavors** appealing or extremely appealing



**Up 50%**  
on sandwich  
menus  
year-over-year

### MENU TIP:

Sesame is perfect as a sauce or dressing on Asian-themed dishes. **Top an Asian turkey lettuce wrap with sesame-ginger dressing or sprinkle on sesame seeds for added crunch.**

At **Rainforest Café**, the Korean Spicy Stir-Fried Chicken features broccoli, carrot, Korean sauce, Mandarin oranges, peppers, crispy wontons, green onions, sesame seeds and steamed rice.

## 4 CREAMY AND COOL: Tzatziki

### MENU TIP:

Perfect on grilled meat or as a veggie dip, this cool, cucumber and yogurt-based sauce is popular in Middle Eastern cuisine but is **versatile enough for just about any protein**.

At **Arby's**, the Turkey Gyro features thinly sliced roast turkey, lettuce, onions and tomatoes, traditional gyro seasonings and tzatziki sauce on a soft pita.



**Up 3%**  
as a sauce  
on menus  
year-over-year

As for how to add it to dishes, consumers say that flavors imparted by \_\_\_\_\_ are appealing:

