

ASIAN ACTION STATIONS ARE HOT

AN EASY GUIDE TO OFFERING JAPANESE, CHINESE AND KOREAN CUISINES



THE BENEFITS OF ASIAN ACTION STATIONS

- Asian cuisine is **growing in popularity**
- Adds **menu diversity** which cuts down menu fatigue
- **Offers flexibility** and customization to patrons

GIVE THEM WHAT THEY WANT

- #1** Stir fry is the top menued Asian entrée format in hospitals¹
- #3** Stir fry is the #3 menued Asian entrée format in C&U¹
- 59%** 59% of patrons would buy action station stir fry if offered²

¹ Technomic, Non-Comm Menu Trends & Insights, May 2020
² Consumer Concept SCORE Report, 2020

JAPANESE MENU DAY

BEEF TERIYAKI UDON STIR FRY

MENU ADOPTION OF JAPANESE DISHES ARE EXPECTED TO GROW 14% IN THE NEXT 4 YEARS

Datassential Menu Trends, 2024



 66930 TWIN MARQUIS® JAPANESE STYLE UDON NOODLES	 FLANK STEAK	 BELL PEPPERS
 YELLOW ONION	 CELERY	 SNOW PEAS
 MUSHROOMS	 69144 MINH® LESS SODIUM TERIYAKI SAUCE	 TOASTED SESAME SEEDS

OFFER
AN APPETIZER TO UP YOUR CHECK AVERAGE

MINH® 3.0 OZ VEGETABLE EGG ROLL
69039

SERVING SUGGESTION

JAPANESE-STYLE CHICKEN FRIED RICE

FRIED RICE IS THE #2 MOST POPULAR ASIAN ENTRÉE ON C&U MENUS (BEHIND CURRY)

Datassential Menu Trends, 2024



 RICE	 DICED GRILLED CHICKEN	 BROCCOLI	 CORN
 CARROTS	 EDAMAME	 SWEET SESAME SAUCE (69144 TERIYAKI + SESAME OIL)	 TOASTED SESAME SEEDS

OFFER
AN APPETIZER TO UP YOUR CHECK AVERAGE

CHEF ONE® 0.8 OZ CHICKEN LEMONGRASS POTSTICKER
60583

SERVING SUGGESTION

Name: _____

Email: _____

Phone #: _____

Find out more:
 Call 1-888-554-7421 or
 visit SchwansFoodService.com

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CHICKEN LO MEIN NOODLE BOWL



51% OF CONSUMERS WANT TO SEE GLOBAL SIDES AND APPETIZERS ON MENUS

Datassential Global Sides & Apps, 2023

- 66939**
TWIN MARQUIS® LO MEIN NOODLE
- GRILLED CHICKEN
- CORN
- CARROTS
- SNOW PEAS
- BEAN SPROUTS
- 69144**
MINH® LESS SODIUM TERIYAKI SAUCE
- TOASTED SESAME SEEDS

OFFER
AN APPETIZER TO UP YOUR CHECK AVERAGE
CHEF ONE® 0.8 OZ CHICKEN TERIYAKI POTSTICKER
60582



SERVING SUGGESTION

CHICKEN POTSTICKER STIR FRY



CHINESE IS RANKED #3 MOST APPEALING CUISINE AMONG HEALTH-CARE EMPLOYEES AND VISITORS (AFTER AMERICAN AND MEXICAN)

Technomic Healthcare MultiClient Study, 2022

- 60583**
CHEF ONE® CHICKEN LEMONGRASS POTSTICKERS
- BEAN SPROUTS
- BROCCOLI
- CARROTS
- MUSHROOMS
- GARLIC
- GINGER
- SWEET & SPICY STIR FRY SAUCE (69143 ORANGE + RED MISO PASTE)

OFFER
AN APPETIZER TO UP YOUR CHECK AVERAGE



MINH® 3.0 OZ PORK & VEGETABLE EGG ROLL
69100



SERVING SUGGESTION

KOREAN BBQ BEEF NOODLE



KOREAN BBQ HAS INCREASED ON RESTAURANT MENUS BY 116% OVER THE PAST 10 YEARS

Datassential Menu Trends, 2024

- 66932**
TWIN MARQUIS® YAKISOBA NOODLES
- FLANK STEAK
- BABY SPINACH
- BELL PEPPERS
- MUSHROOMS
- CARROTS
- 69144 TERIYAKI**
SWEET SOY STIR FRY SAUCE
- SCALLIONS
- TOASTED SESAME SEEDS

OFFER
AN APPETIZER TO UP YOUR CHECK AVERAGE



MINH® 3.0 OZ VEGETABLE EGG ROLL
69039



SERVING SUGGESTION

KIMCHI CHICKEN FRIED RICE



GOCHUJANG IS AMONG THE FASTEST GROWING ASIAN SAUCES/FLAVORS, +38% MENU GROWTH OVER PAST 4 YEARS

Datassential Asian Cuisine Overview, 2024

- RICE
- GRILLED CHICKEN
- CORN
- KIMCHI
- SNOW PEAS
- HOT & SWEET GOCHUJANG SAUCE (69144 TERIYAKI + 54097 BIBIGO™ GOCHUJANG)
- SCALLIONS
- TOASTED SESAME SEEDS

OFFER
AN APPETIZER TO UP YOUR CHECK AVERAGE
CHEF ONE® 0.8 OZ CHICKEN LEMONGRASS POTSTICKER
60583



SERVING SUGGESTION