

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

BEEF TERIYAKI UDON STIR FRY

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

Datassential Menu Trends, 2024



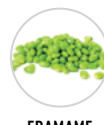
OFFER
AN APPETIZER TO UP YOUR CHECK AVERAGE



JAPANESE-STYLE CHICKEN FRIED RICE

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

Datassential Menu Trends, 2024



OFFER
AN APPETIZER TO UP YOUR CHECK AVERAGE



Name:

Email:

Phone #:

Find out more:

Call 1-888-554-7421 or
visit [SchwansFoodService.com](https://www.schwansfoodservice.com)

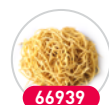
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CHICKEN LO MEIN NOODLE BOWL



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