



# BUILD-YOUR-OWN EXCITEMENT

A HOW-TO GUIDE FOR ASIAN NOODLE,  
RICE AND SOUP BOWLS

START BUILDING >





**WHETHER YOU CURRENTLY SERVE ASIAN OR NOT, OUR PROVEN SOLUTIONS CAN HELP YOU ELEVATE YOUR FLAVORS, CHECK AVERAGES AND OVERALL SUCCESS – WITH MINIMAL LABOR.**



ASIAN CUISINE IS THE **3RD MOST CRAVED**  
CUISINE FOR CUSTOMERS LOOKING FORWARD  
TO DINING OUT THIS YEAR

*Datassential Report 17*



## WHY A BYO ASIAN STATION

- › **It's popular** – Asian flavors are crowd-pleasers across multiple age groups
- › **It drives foot traffic** – 54% of surveyed customers would try a restaurant specifically for a BYO noodle or rice bowl <sup>1</sup>
- › **It drives excitement** – over half of customers surveyed see a BYO soup station as a unique menu offering <sup>1</sup>

## THE BENEFITS OF BUILD YOUR OWN

- › You control the concept, line set-up and ingredient choices
- › Guests can choose what goes in their ideal meal
- › It's operationally simple and flexible for both dine-in and to-go service
- › With Schwan's portfolio of delicious, high-quality products, BYO is even easier to execute

<sup>1</sup> Schwan's Proprietary Research, Datassential Asian 2.0, 2020





## WITH SCHWAN'S ASIAN PRODUCTS, YOU CAN CREATE YOUR OWN **SUCCESSFUL BYO STATION**

Our ready-to-heat Asian favorites make it easy to offer flavorful, on-trend dishes without having Asian culinary experts on your staff.

[SEE PRODUCTS >](#)



These core products from Schwan's, plus your own protein and vegetable pantry items, are all you need for an amazing, customized menu.

## EGG ROLLS



**MINH® 3.0 oz Pork and Vegetable Egg Roll**

#69100



**MINH® 3.0 oz Vegetable Egg Roll**

#69039

## DUMPLINGS



**CHEF ONE® 0.8 oz Chicken Lemongrass Potsticker**

#60583



**CHEF ONE® 0.8 oz Chicken Teriyaki Potsticker**

#60582

## STARCHES



**TWIN MARQUIS® Yakisoba Noodles**

#66932



**MINH® Vegetable Fried Rice**

#59372

## SAUCES



**MINH® Less Sodium Teriyaki Sauce**

#69144



**MINH® Less Sodium Szechwan Sauce**

#69145



**SOUP BOWLS**

**NOODLE & RICE BOWLS**



**SPICY CHICKEN LEMONGRASS  
DUMPLING SOUP**



**MUSHROOM & MISO SOUP  
WITH FRIED TOFU**



**KOREAN SUMMER NOODLE SOUP  
WITH SPICY PORK BELLY**



**THAI-INSPIRED NOODLE BOWL  
WITH PEANUT SAUCE**



**KOREAN KIMCHI  
RICE BOWL**



**SPICY SZECHWAN VEGETABLE  
NOODLE BOWL**

We created these menu concepts as thought-starters.  
Use them to drive traffic to your station – then add your own ingredients and menu inspiration.



## SPICY CHICKEN LEMONGRASS DUMPLING SOUP



**CHEF ONE®  
0.8 OZ CHICKEN  
LEMONGRASS  
POTSTICKER**  
#60583



**RAMEN BROTH**



**ROASTED  
CORN**



**SPROUTS**



**GREEN  
ONIONS**



**SLICED  
JALAPEÑOS**



**LIME  
SQUEEZE**



**CILANTRO**



**UP YOUR  
CHECK AVERAGE  
BY ADDING  
SPRING ROLLS!**



**CHEF ONE® 2.0 OZ  
VEGETABLE  
SPRING ROLL**  
#66905

**78% OF CONSUMERS HAVE AN APPETIZER ADD-ON  
WITH THEIR DINNER AT LEAST ONCE PER MONTH**





## MUSHROOM & MISO SOUP WITH FRIED TOFU



**TWIN  
MARQUIS®  
YAKISOBA  
NOODLES**  
#66932



**VEGETABLE  
MISO BROTH**



**FRIED TOFU**



**ROASTED  
MUSHROOMS**



**MINH® 3.0 OZ  
VEGETABLE  
EGG ROLL**  
#69039



**GREEN  
ONIONS**



**SPROUTS**



**CRISPY  
NOODLES**

**47% OF CUSTOMERS ADD AN EGG ROLL  
WHEN THEY ORDER ASIAN FOOD**





SOUP BOWLS

NOODLE & RICE BOWLS

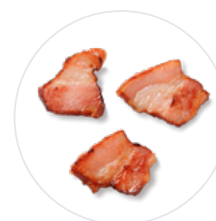
## KOREAN SUMMER NOODLE SOUP WITH SPICY PORK BELLY



**TWIN  
MARQUIS®  
YAKISOBA  
NOODLES**  
#66932



**RAMEN  
BROTH**



**BRAISED PORK  
BELLY**



**KIMCHI**



**ROASTED  
MUSHROOMS**



**GREEN  
ONIONS**



**STEAMED  
SNOW PEAS**



**BIBIGO™  
GOCHUJANG  
SAUCE**



**CHEF ONE® 0.8 OZ  
CHICKEN LEMONGRASS  
POTSTICKER**  
#60583



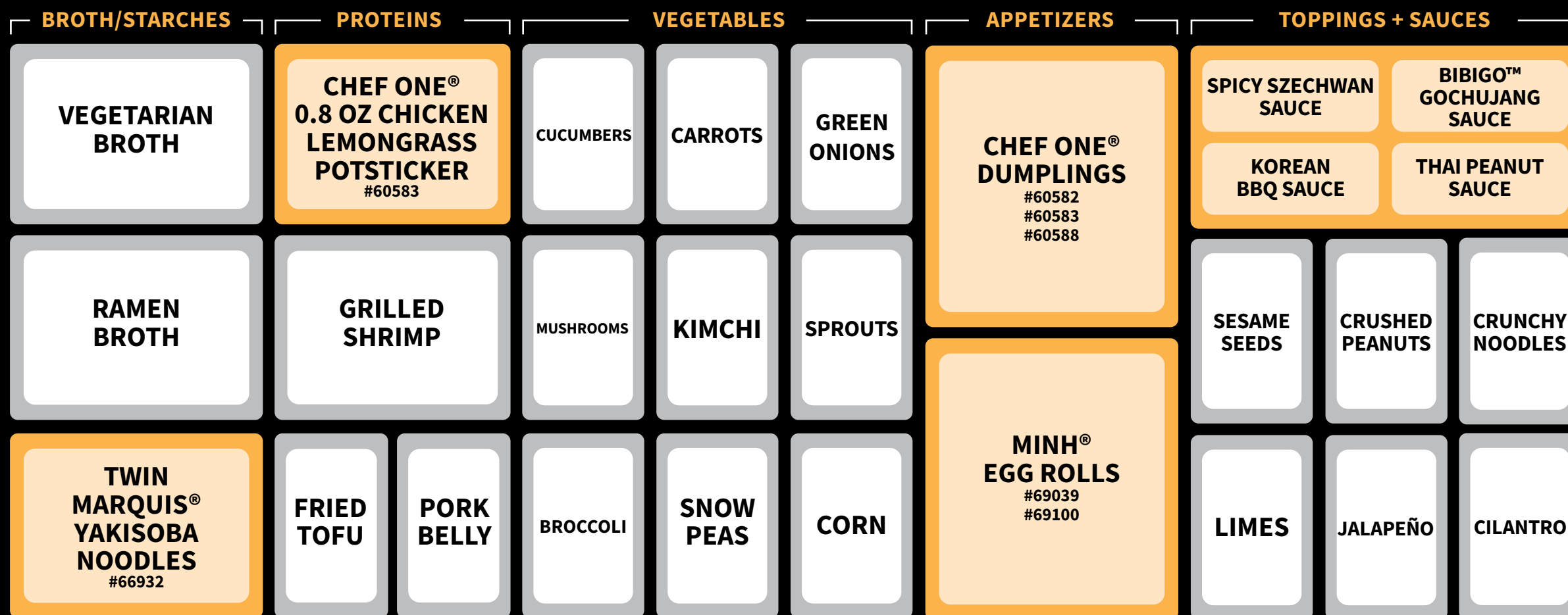
**TOASTED  
SESAME SEEDS**

SEE LINE SET-UP >



# SERVING LINE SET-UP FOR SOUP BOWLS

Take advantage of this popular set-up using hot and cold wells – or customize it to best fit your operation's space, staff and pantry ingredients.



## THAI-INSPIRED NOODLE BOWL WITH PEANUT SAUCE



**TWIN MARQUIS®  
YAKISOBA  
NOODLES**  
#66939



**GRILLED  
SHRIMP**



**FRESH MANGO**



**SPROUTS**



**CARROT**



**CUCUMBER**



**CILANTRO**



**CRUSHED  
PEANUTS**



**CHEF ONE® 0.8 OZ  
CHICKEN TERIYAKI  
POTSTICKER**  
#60582

**UP YOUR  
CHECK AVERAGE  
BY ADDING  
DUMPLINGS!**



**ADD THE SAUCE**

MAKE A SPICY THAI-PEANUT SAUCE WITH MINH®  
LESS SODIUM SZECHWAN SAUCE & PEANUT BUTTER



SOUP BOWLS

NOODLE & RICE BOWLS

## KOREAN KIMCHI RICE BOWL



**MINH®  
VEGETABLE  
FRIED RICE**  
#59372



**GRILLED  
CHICKEN**



**KIMCHI**



**CUCUMBER**



**UP YOUR  
CHECK AVERAGE  
BY ADDING  
DUMPLINGS!**



**CHEF ONE® 0.8 OZ  
EDAMAME  
DUMPLING**  
#60588



**ADD THE SAUCE**

MAKE A KOREAN BBQ SAUCE WITH MINH® LESS SODIUM  
TERIYAKI SAUCE & YOUR FAVORITE BBQ SAUCE



SOUP BOWLS

NOODLE & RICE BOWLS

## SPICY SZECHWAN VEGETABLE NOODLE BOWL



**TWIN  
MARQUIS®  
YAKISOBA  
NOODLES**  
#66932



**FRIED TOFU**



**STEAMED  
BROCCOLI**



**STEAMED  
SNOW PEAS**



**CUCUMBERS +  
CARROTS**



**SPROUTS**



**SLICED  
JALAPEÑOS**



**CRISPY  
NOODLES**



**UP YOUR  
CHECK AVERAGE  
BY ADDING  
EGG ROLLS!**



**MINH® 3.0 OZ  
VEGETABLE  
EGG ROLL**  
#69039



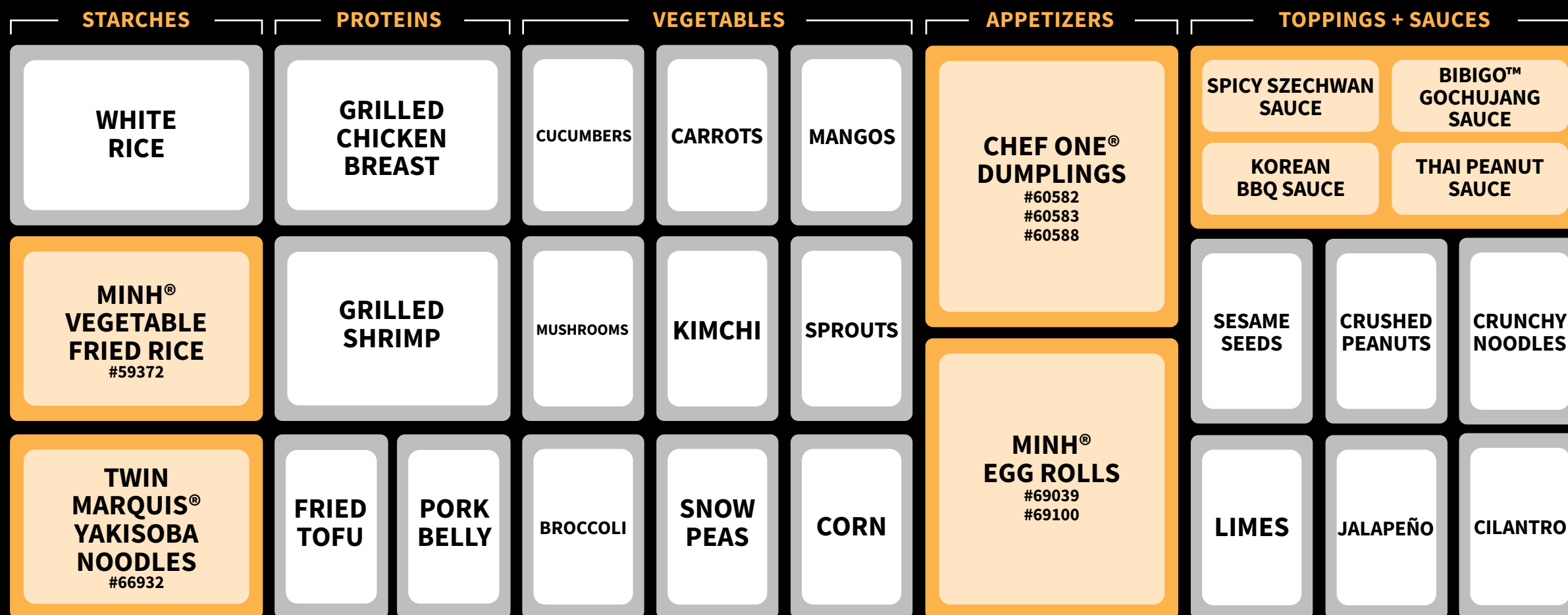
**ADD THE SAUCE**

MAKE A SPICY SZECHWAN SAUCE WITH MINH®  
LESS SODIUM TERIYAKI SAUCE AND SRIRACHA



# SERVING LINE SET-UP FOR NOODLE BOWLS AND RICE BOWLS

Take advantage of this popular set-up using hot and cold wells – or customize it to best fit your operation's space, staff and pantry ingredients.





# SCHWAN'S UNIQUE ASIAN BRANDS BRING YOU:

**CORE PRODUCTS** of noodles, rice, egg rolls, dumplings and sauces.

**HIGH QUALITY TASTE** delivered with simplicity in your BYO format.

**CUSTOMIZABLE MENU IDEAS** that can work in any operation.

**THE FULL SUPPORT** and expertise of our foodservice-dedicated team.

We're excited to help guide, support and further inspire your Asian culinary opportunities.

 MINH CHEF ONE SINCE 1989  
Twin Marquis

EXPLORE MORE >