



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 ¹
- › **It drives excitement** – over half of customers surveyed see a BYO soup station as a unique menu offering ¹

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

¹ 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



GREEN ONIONS



SPROUTS



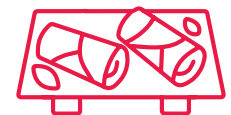
CRISPY NOODLES



MINH® 3.0 OZ VEGETABLE EGG ROLL #69039

UP YOUR CHECK AVERAGE BY ADDING EGG ROLLS!

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



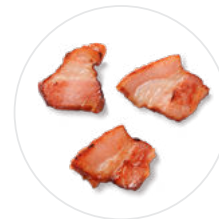
KOREAN SUMMER NOODLE SOUP WITH SPICY PORK BELLY



TWIN MARQUIS® YAKISOBA NOODLES
#66932



RAMEN BROTH



BRAISED PORK BELLY



KIMCHI



ROASTED MUSHROOMS



GREEN ONIONS



STEAMED SNOW PEAS



BIBIGO™ GOCHUJANG SAUCE



TOASTED SESAME SEEDS

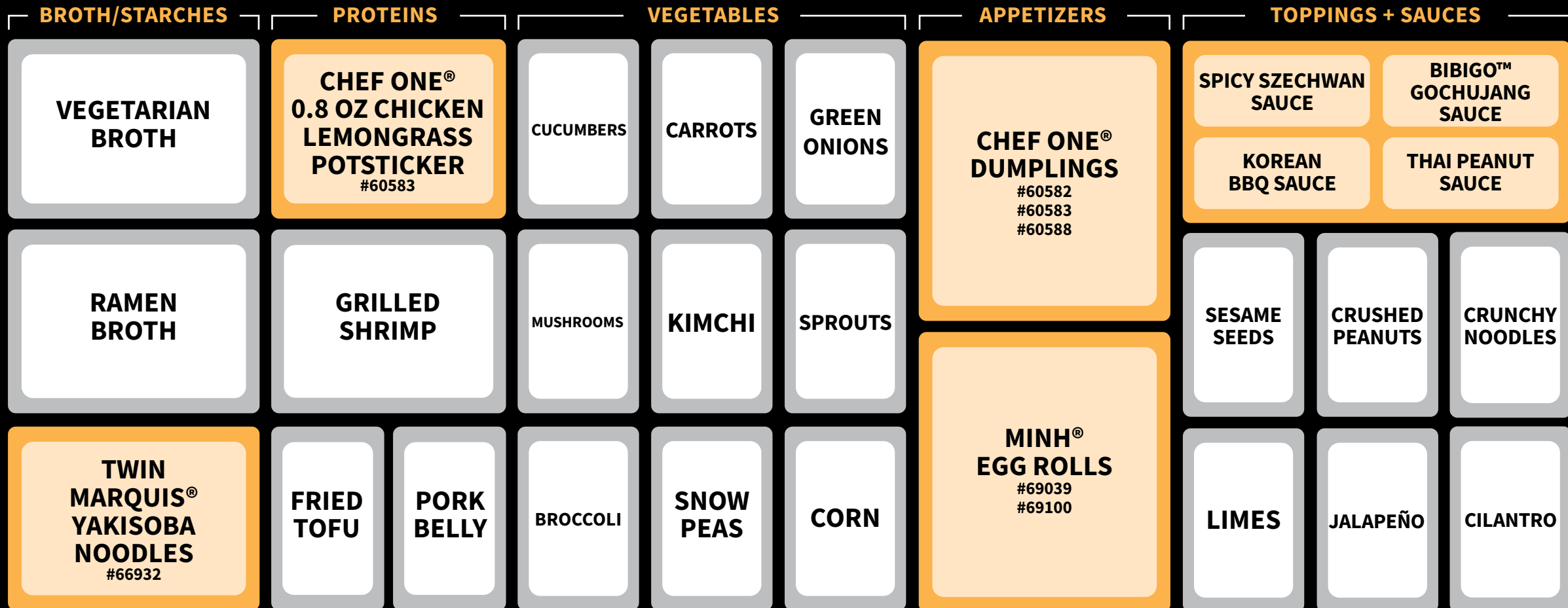


CHEF ONE® 0.8 OZ CHICKEN LEMONGRASS POTSTICKER
#60583

UP YOUR CHECK AVERAGE BY ADDING DUMPLINGS!

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**



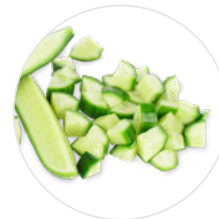
FRESH MANGO



SPROUTS



CARROT



CUCUMBER



CILANTRO



**CRUSHED
PEANUTS**



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



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



ADD THE SAUCE

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

KOREAN KIMCHI RICE BOWL



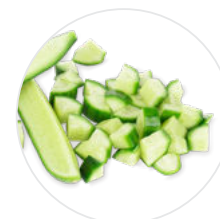
**MINH®
VEGETABLE
FRIED RICE**
#59372



**GRILLED
CHICKEN**



KIMCHI



CUCUMBER



**ROASTED
CORN**



**ROASTED
MUSHROOMS**



**TOASTED
SESAME SEEDS**



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

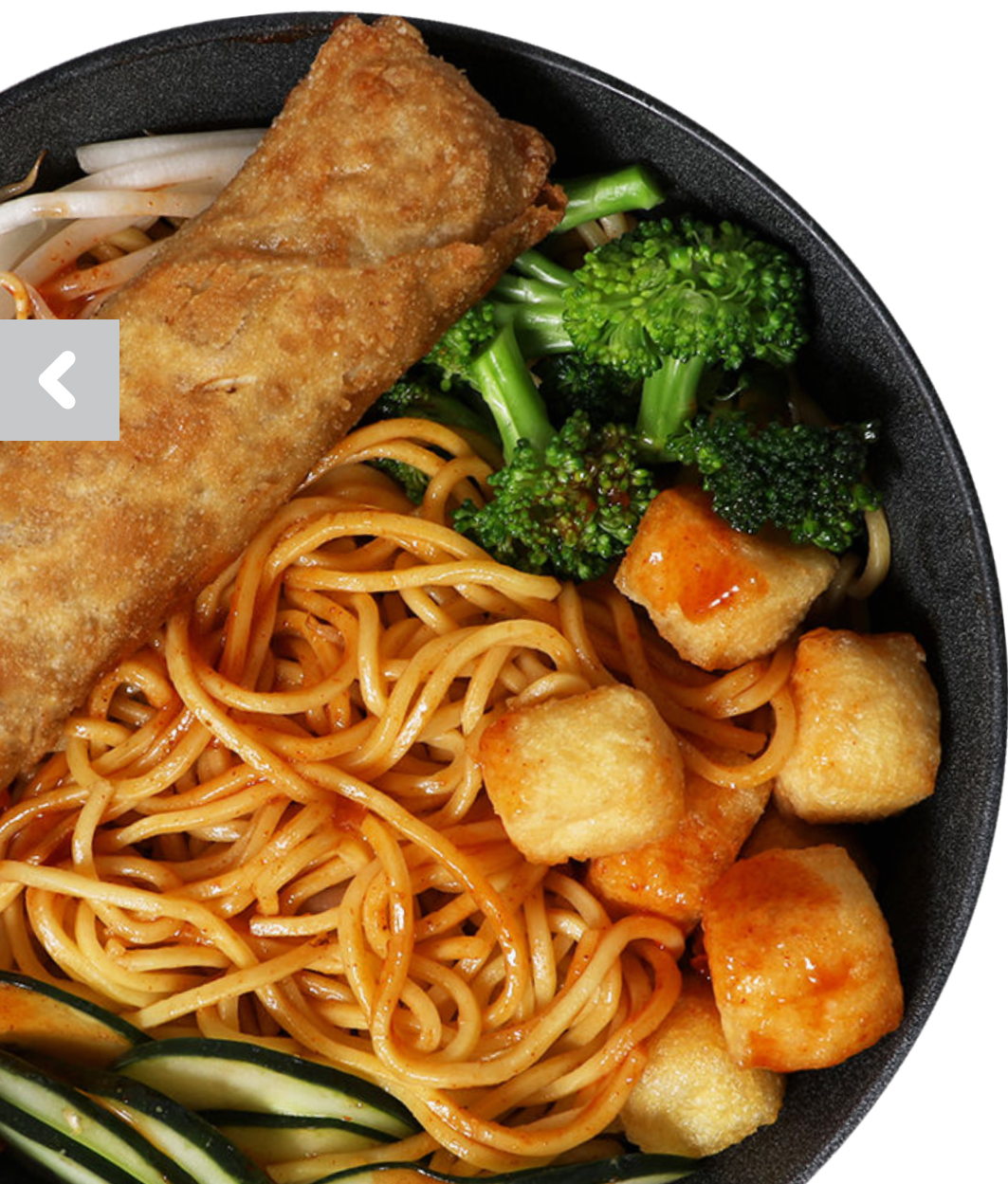
**UP YOUR
CHECK AVERAGE
BY ADDING
DUMPLINGS!**



ADD THE SAUCE

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

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

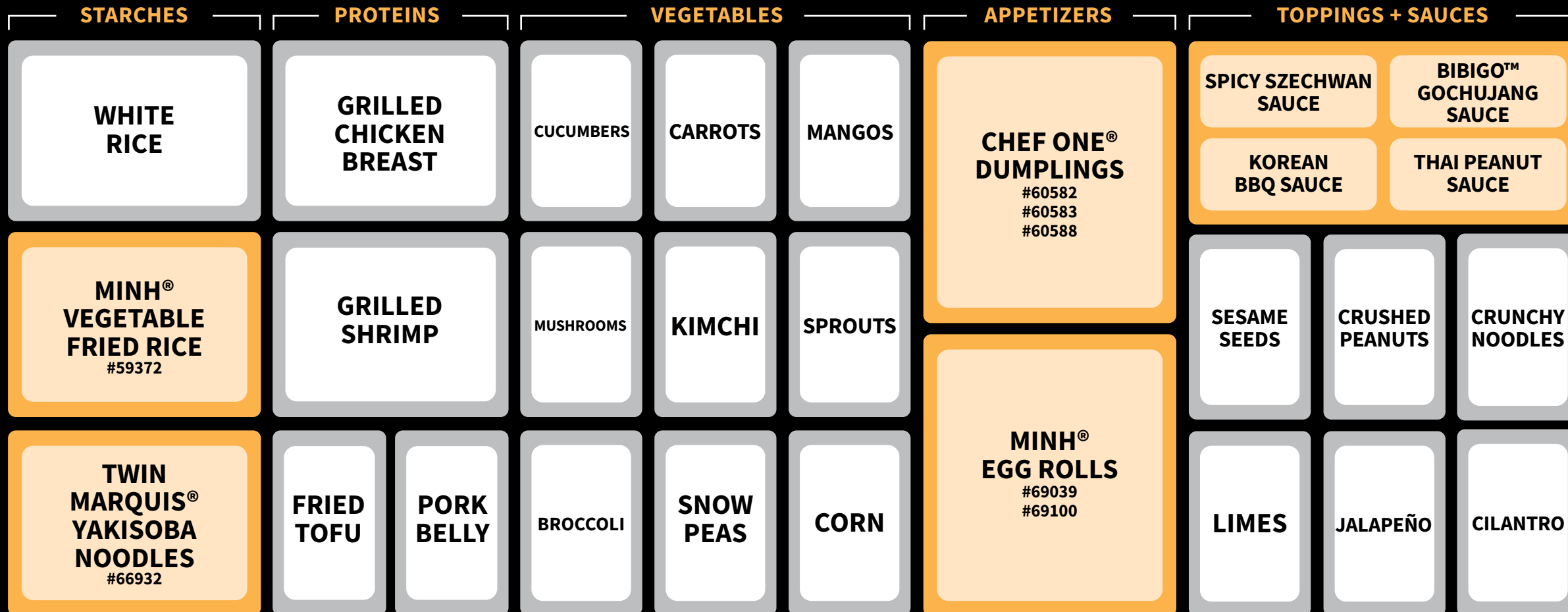


ADD THE SAUCE

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.



EXPLORE MORE >