



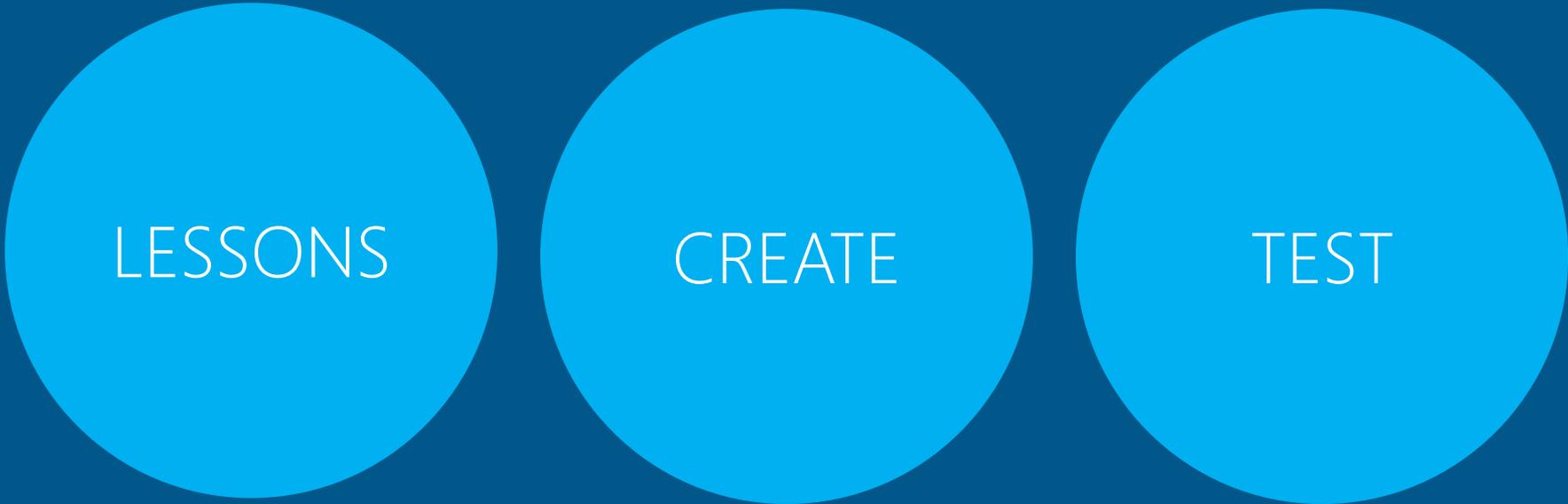
16TH ANNUAL ICCA SUMMIT



The Language of LOVE

plant-forward bowl creation

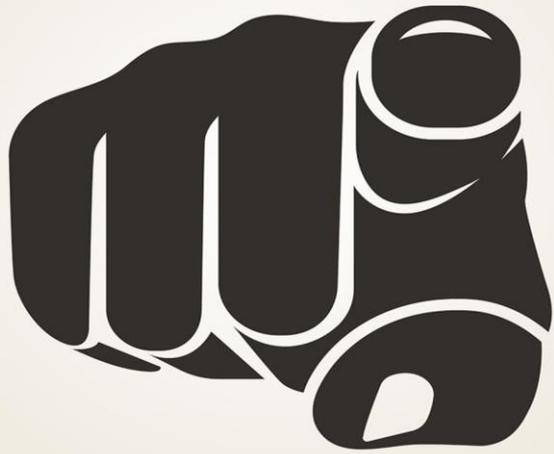
Colleen McClellan



LESSONS

CREATE

TEST



you create the dish

ON THE MENU
 THE LATEST TRENDS FROM THE RESTAURANT INDUSTRY

Sprouted Grains
 THE HEALTHY GRAINS OF THE FUTURE

ALSO
 TRENDS COVERED IN THIS ISSUE

PLUS
 THE LATEST INDUSTRY RESEARCH ON A BUBBLING DAYPART

FOODBYTES
 THE LATEST TRENDS FROM THE RESTAURANT INDUSTRY

INTRODUCING flavor
 FIND OUT HOW YOU CAN GET THE MOST OUT OF ANY FOOD: BEYOND THE TASTE!

ALSO
 TRENDS COVERED IN THIS ISSUE

INTERNATIONAL CONCEPTS
 THE LATEST TRENDS FROM THE RESTAURANT INDUSTRY

SEAFOOD AROUND THE WORLD

ALSO
 TRENDS COVERED IN THIS ISSUE

FOODBYTES
 THE LATEST TRENDS FROM THE RESTAURANT INDUSTRY

BEHOLD BREAKFAST!
 THE LATEST INDUSTRY RESEARCH ON A BUBBLING DAYPART

WORLD BITES
 THE LATEST TRENDS FROM THE RESTAURANT INDUSTRY

INDONESIA
 THE BEST OF THE BEST

TRENDS COVERED IN THIS ISSUE

ON THE MENU
 THE LATEST TRENDS FROM THE RESTAURANT INDUSTRY

SMOOTHIE BOWLS
 CONSIDER THE NEW KITCHEN OF THE YEAR: 2017 PREDICTIONS AND TRENDS

ALSO
 TRENDS COVERED IN THIS ISSUE

FOODBYTES
 THE LATEST TRENDS FROM THE RESTAURANT INDUSTRY

THE WINE OPPORTUNITY

WORLD BITES
 THE LATEST TRENDS FROM THE RESTAURANT INDUSTRY

SICHUAN SPICE
 A TASTE OF CHINA

TRENDS COVERED IN THIS ISSUE

INTERNATIONAL CONCEPTS
 THE LATEST TRENDS FROM THE RESTAURANT INDUSTRY

UNITED KINGDOM

ALSO
 TRENDS COVERED IN THIS ISSUE

ON THE MENU
 THE LATEST TRENDS FROM THE RESTAURANT INDUSTRY

MONKEY BREAD SERIOUSLY

PLUS
 THE LATEST INDUSTRY RESEARCH ON A BUBBLING DAYPART

WORLD BITES
 THE LATEST TRENDS FROM THE RESTAURANT INDUSTRY

POLAND

ON THE MENU
 THE LATEST TRENDS FROM THE RESTAURANT INDUSTRY

'TIS THE SEASON FOR CIDER

PLUS
 THE LATEST INDUSTRY RESEARCH ON A BUBBLING DAYPART

FOODBYTES
 THE LATEST TRENDS FROM THE RESTAURANT INDUSTRY

TREND... OR FAD?
 HOW TO TELL THE DIFFERENCE BETWEEN A TREND AND A FAD

ON THE MENU
 THE LATEST TRENDS FROM THE RESTAURANT INDUSTRY

PUT A LITTLE COLOR IN IT

ALSO
 TRENDS COVERED IN THIS ISSUE

FOODBYTES
 THE LATEST TRENDS FROM THE RESTAURANT INDUSTRY

FOOD AT YOUR FINGERTIPS
 NIGHTS ON DELIVERY, MEALS ON WHEELS

WORLD BITES
 THE LATEST TRENDS FROM THE RESTAURANT INDUSTRY

Morocco

TRENDS COVERED IN THIS ISSUE

INTERNATIONAL CONCEPTS
 THE LATEST TRENDS FROM THE RESTAURANT INDUSTRY

BURGERS around the world

ALSO
 TRENDS COVERED IN THIS ISSUE

FOODBYTES
 THE LATEST TRENDS FROM THE RESTAURANT INDUSTRY

the Year in Trends
 LESSONS FROM A YEAR IN TRENDSPOTTING

WORLD BITES
 THE LATEST TRENDS FROM THE RESTAURANT INDUSTRY

MEAT EMPANADAS + MORE MEAT IN ARGENTINA

INTERNATIONAL CONCEPTS
 THE LATEST TRENDS FROM THE RESTAURANT INDUSTRY

NIGERIA
 INSIDE THE CHAMP MARKET OF AFRICA'S MOST POPULOUS COUNTRY

IN THIS ISSUE

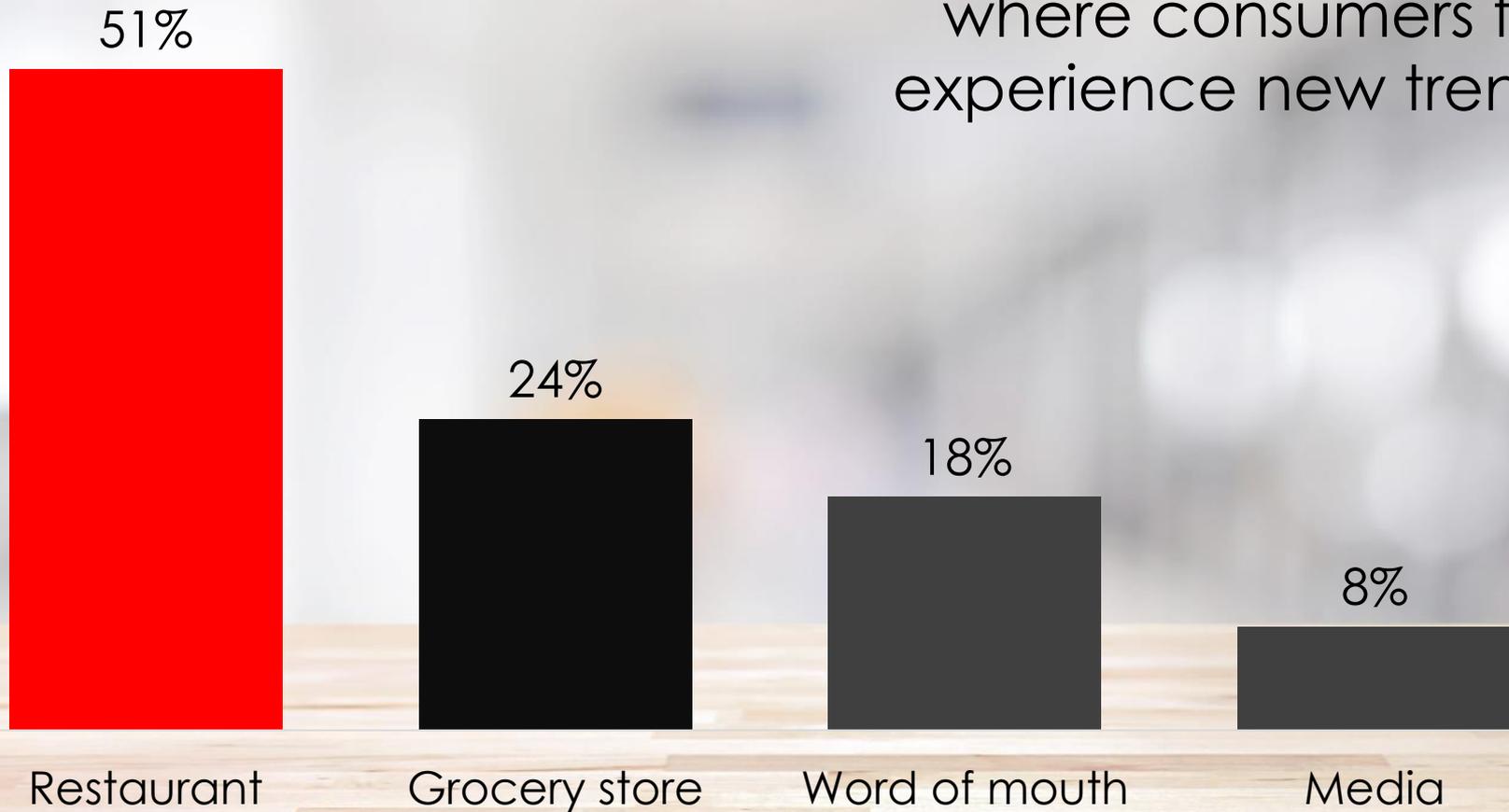
FOODBYTES
 THE LATEST TRENDS FROM THE RESTAURANT INDUSTRY

JUST DESSERTS
 THE HOTTEST TRENDS & THE LATEST RESEARCH ON CAKES, ICE CREAM, PIES, COOKIES, & MORE



TRENDS START IN
FOODSERVICE

where consumers first
experience new trends

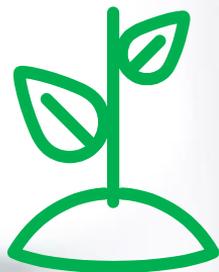


MAC

Trends are
predictable

MAC

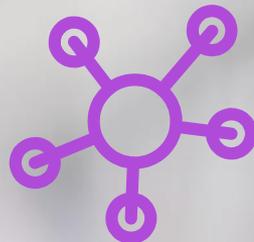
menu
adoption
cycle



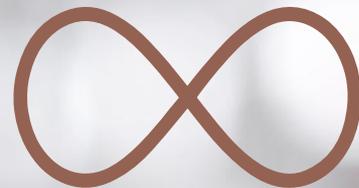
inception



adoption



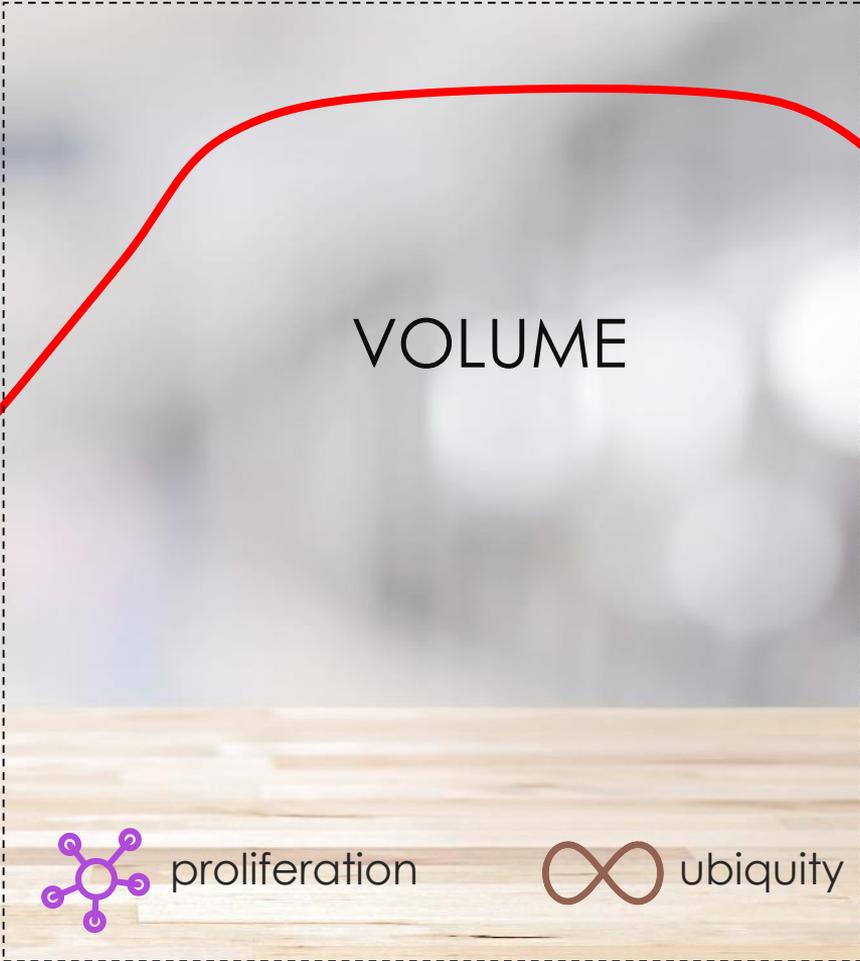
proliferation



ubiquity



menu
adoption
cycle



MAC

Plant & Alternative Proteins



get ready for plant-based

2016



pulses + plant-based

2017



meatless
meat



57% are trying to eat
more plant protein





HOW I WANT TO EAT **TOMORROW**

meat reduction

(rather than elimination)

HOW I WANT TO EAT **TOMORROW**

Meat Eater	55%
Flexitarian	25%
Vegetarian	5%
Pollotarian	3%
Pescatarian	5%
Vegan	2%
Raw Foods	2%

vegan foods aren't just for vegans
(many just want to do it every now and then)

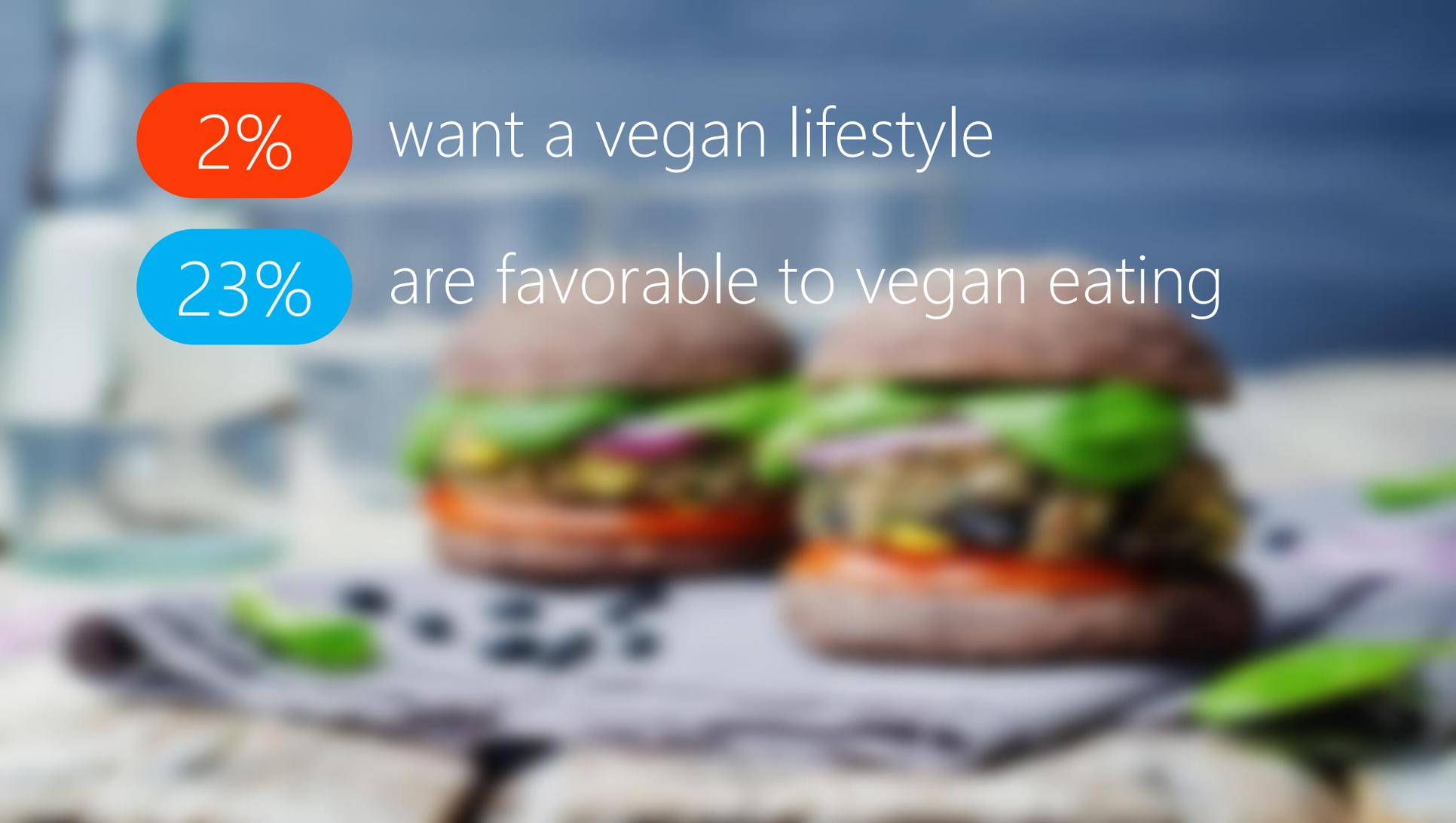


2%

want a vegan lifestyle

23%

are favorable to vegan eating



44%

are trying to
eat less meat

57%

are trying to
eat more plant protein



VEGGIE BURGER

- o a plant-derived burger that does not contain meat
- o made from soy, legumes, tofu, nuts, mushrooms, grains, or seeds
- o quinoa based veggie burgers has risen in popularity as a textural element as well as added protein

MAC™ Stage:
ubiquity



found on **22.9%** of menus

(+2% since 2013)

88%
know it

46%
tried it

27%
love or like it

source: Datassential SNAP™ 2018

70+% actively trying to increase fruits & veggies in their diet...





when reducing animal protein,
eating more **VEGGIES** is #1 solution





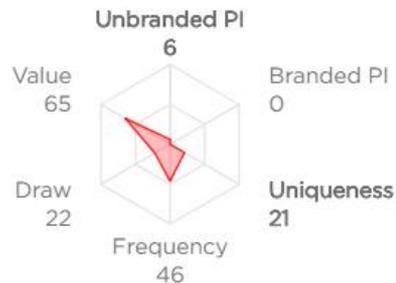


Johnny Rockets

HEARTLAND VEGGIE BOCA BURGER



Topped with provolone cheese, Dijon mustard mayonnaise , tomatoes, lettuce and sliced pickles on a soft whole wheat bun.



May 2015

\$5.99

plant-based works only if it's *crave-worthy*

55% love steak

5% love tofu

language can make a difference





SONIC SLINGER

Features a blended burger patty, mayonnaise, onions, lettuce, tomato, pickles, and American cheese on a brioche bun.

Our blended burger patty is made with a mix of pure beef, 25 to 30% ground mushrooms, and bold seasonings.

Sonic Drive-In

BACON MELT SONIC SIGNATURE SLINGER



Bakery quality brioche slider roll, melted cheese, crispy bacon, mayo on a burger patty made of three simple ingredients: 100% pure beef blended with savory mushrooms and bold seasonings.



March 2018

\$2.24

Sonic Drive-In

CLASSIC SONIC SIGNATURE SLINGER



Bakery quality brioche slider roll, lettuce, tomato, crinkle cut dill pickles, mayo, melted cheese on a burger patty made of three simple ingredients: 100% pure beef blended with savory mushrooms and bold seasonings.



March 2018

\$1.99

Sonic Drive-In

SONIC SLINGER



Features a blended burger patty, mayonnaise, onions, lettuce, tomato, pickles, and American cheese on a brioche bun. A dressed-down version of the burger featuring bacon will also be available. Our blended burger patty is made with a mix of pure beef, 25 to 30 percent ground mushrooms, and bold seasonings.



August 2017

BUILDING BLOCKS

for winning descriptions



BLACK EYE PEA

MAC STAGE
ADOPTION

89%
KNOW
IT

14%
LOVE IT

LOVE IT (NORMS)



2,647 RESULTS VIEW AS **TILE** TABLE CHART

AMONG:

SORT BY

FILTERS

100 PERCENT JUICE

92% KNOW IT	37% HAD MANY TIMES	42% LOVE IT
-----------------------	------------------------------	-----------------------

Non-Alcoholic Beverages **UBIQUITY**

ACAI

57% KNOW IT	4% HAD MANY TIMES	7% LOVE IT
-----------------------	-----------------------------	----------------------

Fruits & Veggies **ADOPTION**

ACHIOTE SPICE

29% KNOW IT	2% HAD MANY TIMES	3% LOVE IT
-----------------------	-----------------------------	----------------------

Flavors, Sauces & Spices **INCEPTION**

ACORN SQUASH

71% KNOW IT	6% HAD MANY TIMES	16% LOVE IT
-----------------------	-----------------------------	-----------------------

Fruits & Veggies **ADOPTION**

ADOBO SAUCE

AFFOGATO

AGAVE

AGED CHEDDAR

2,647 RESULTS VIEW AS **TILE** TABLE CHART

AMONG: Total US

SORT BY ↑ Name

FILTERS

42% KNOW IT	5% HAD MANY TIMES	8% LOVE IT
Non-Alcoholic Beverages		
ADOPTION		

37% KNOW IT	2% HAD MANY TIMES	3% LOVE IT
Meat & Seafood		
ADOPTION		

39% KNOW IT	2% HAD MANY TIMES	3% LOVE IT
Fruits & Veggies		
ADOPTION		

42% KNOW IT	3% HAD MANY TIMES	3% LOVE IT
Fruits & Veggies		
PROLIFERATION		

ANCHOVY

76% KNOW IT	2% HAD MANY TIMES	3% LOVE IT
Meat & Seafood		
ADOPTION		

ANCIENT GRAINS

46% KNOW IT	5% HAD MANY TIMES	6% LOVE IT
Side Dishes		
ADOPTION		

ANDOUILLE

39% KNOW IT	2% HAD MANY TIMES	6% LOVE IT
Meat & Seafood		
PROLIFERATION		

ANGEL FOOD CAKE

93% KNOW IT	5% HAD MANY TIMES	21% LOVE IT
Desserts		
UBIQUITY		

gender

ethnicity

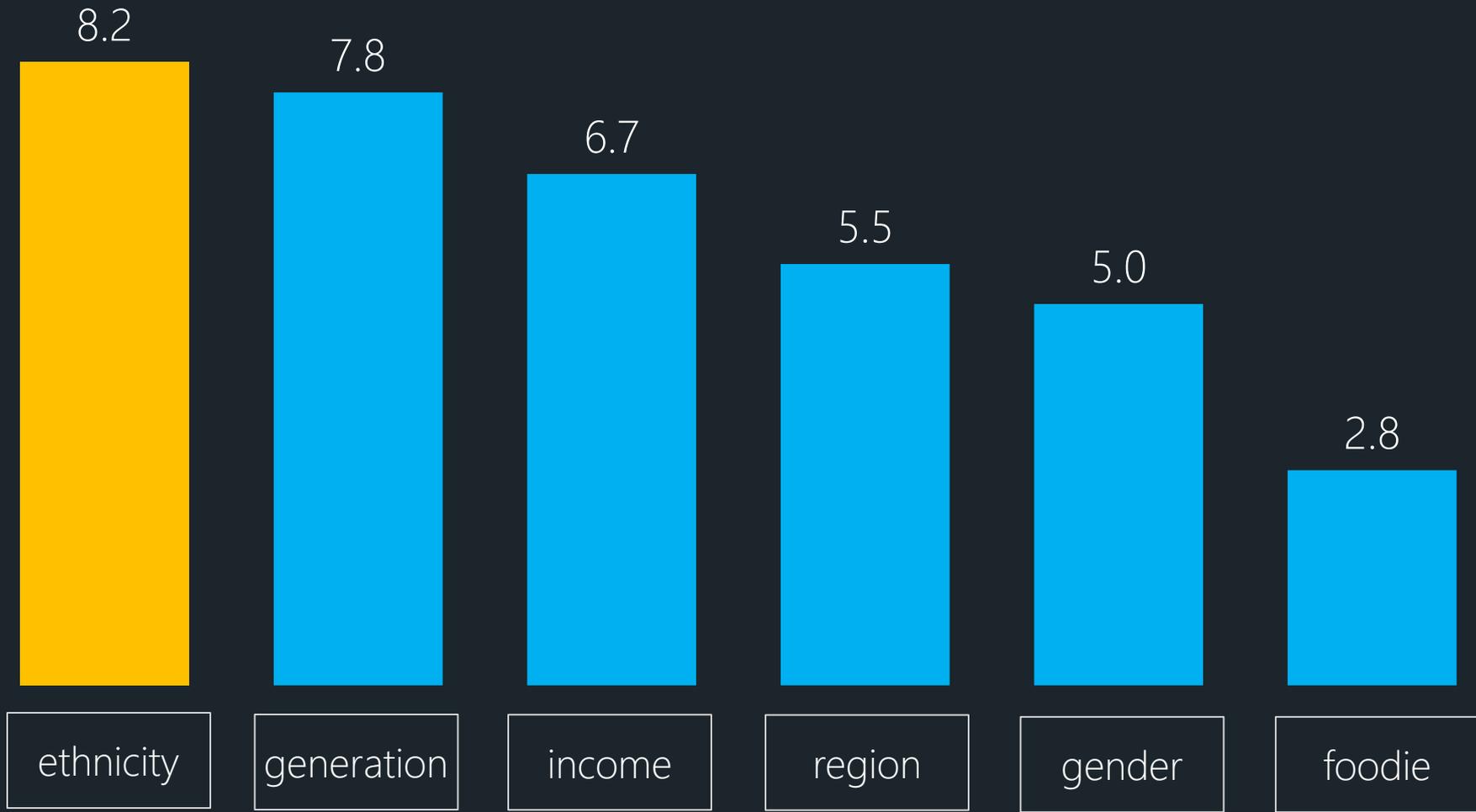
generation

region

foodie

income





ethnicity

hispanic



PINTO BEAN

+24 HISPANIC

RICE & BEANS

+20 HISPANIC



LENTILS

+10 HISPANIC



SUCCOTASH	-15
-----------	-----

NAVY BEAN	-15
-----------	-----

BARLEY	-11
--------	-----

LIMA BEAN	-9
-----------	----

ANCIENT GRAIN	-8
---------------	----

SORGHUM	-8
---------	----

KIDNEY BEAN	-8
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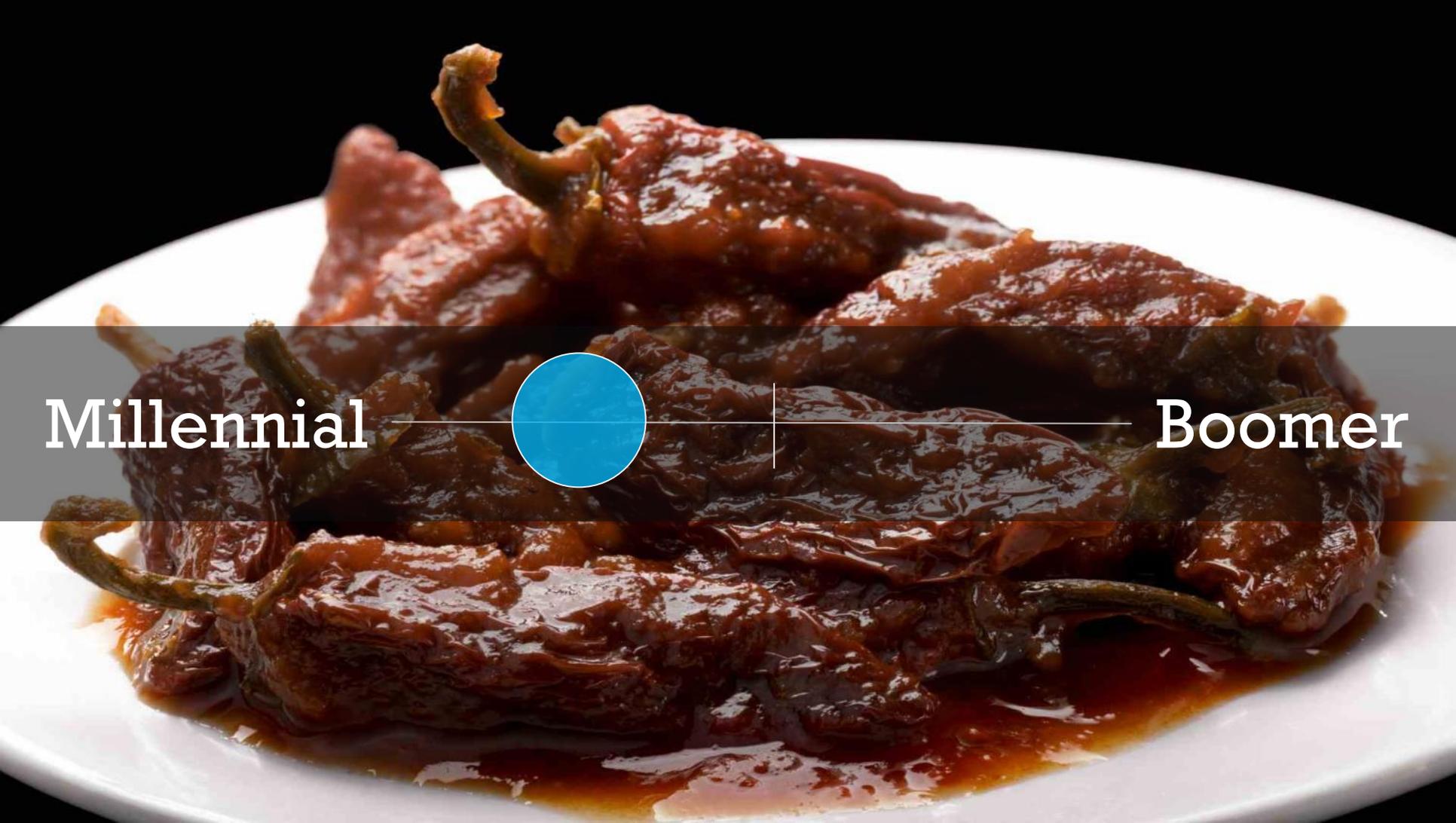
generation



Millennial



Boomer

A close-up photograph of a white plate filled with a rich, dark brown braised beef and pepper dish. The beef is tender and shredded, and the peppers are soft and coated in the sauce. A semi-transparent grey horizontal band is overlaid across the middle of the image. In the center of this band is a blue circle. A white horizontal line passes through the center of the blue circle, with a vertical line extending upwards from the center of the circle to the top of the horizontal line. The word "Millennial" is written in white text on the left side of the band, and the word "Boomer" is written in white text on the right side of the band.

Millennial

Boomer

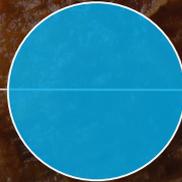
The image features two sliced beets on a rustic wooden surface. A semi-transparent grey horizontal band is overlaid across the middle of the image. On the left side of this band, the word "Millennial" is written in white. On the right side, the word "Boomer" is written in white. A white vertical line is positioned between the two words, and a solid red circle is placed to the right of this line, centered vertically between the two words.

Millennial

Boomer



Millennial



Boomer



Millennial



Boomer

ethnicity and generation can impact crave

STRAWBERRY

68%

POTATO

58%

WATERMELON

56%

APPLE

54%

GRAPE

54%

the most **LOVED**...

BEET

29%

PRUNE

26%

SAUERKRAUT

25%

BRUSSLES

25%

HOT PEPPER

24%

the most **NOT** loved...

11 million
consumer ratings



every new menu item & LTO rated

Buffalo Wild Wings
ALASKAN COD CLASSIC



A breaded, wild caught Alaskan cod fillet, with fresh vegetables, melted american cheese, and a ho-jon-made tartar sauce, on a toasted broche bun.



February 2017 \$9.99

Buffalo Wild Wings
BOSTON LAGER BURGER



Our mouthwatering burger topped with Swiss cheese, beer-braised mushrooms, and a drizzle of house-made garlic mustard.



February 2017 \$10.99

Dickey's Barbecue Pit
BUFFALO & BLEU TACOS



Feature brick-out slices of our signature chicken, romaine lettuce and bleu cheese, all or zaled with Buffalo sauce. Meal includes three tacos with a crispy side and a Big Yellow Cup beverage.



February 2017 \$8.99

Eat'n Park Restaurants
BUFFALO SHRIMP WRAP



This new item includes crispy buffalo popcorn shrimp in a warm flour tortilla with lettuce, tomato, cheddar cheese and your choice of our homemade Ranch or Bleu cheese dressing. Plus, we serve it with your choice of one side!



February 2017 \$8.99

Buffalo Wild Wings
KICKIN' SHRIMP TACOS



Three mini flour tortillas packed with popcorn shrimp and our creamy cilantro. All topped with green onions and house-made zing sauce for the perfect kick of heat.



February 2017 \$5.49

Back Yard Burgers
MAHI BURGER



Hawaiians call it Mahi Mahi, but this burger is loaded with toppings so you only have room in there to say it once. Flame-grilled all natural Mahi served on a lettuce bun with zesty citrus mayo, green leaf lettuce and ripe tomato. Ditch mayo.



February 2017

Pollo Tropical
SHRIMP QUESADILLA WRAP



Two flame-grilled skewers on a bed of fresh romaine, jalapeno, black bean, fiesta mix, multi-colored tortilla chips, shredded cheese and two cheese-filled tortillas. Chipotle ranch dressing served on the side.

Eat'n Park Restaurants
WHALE OF A COD SANDWICH



A legend! You'll enjoy our HUGE cod fillet, hand-breaded with porko bread crumbs and fried to a golden brown perfection and served on our house-made potato bun.

Arby's
NEW YORK DOUBLE STACK REUBEN



You can win the corned beef lottery, and it doesn't take any luck at all. Just pick up a Reuben and you'll be the

Taco Cabana
SHRIMP TAMPICO QUESADILLA



Shrimp Tampico is hand-marinated in

Buffalo Wild Wings
THE MELTDOWN BURGER



A juicy, 3/4 beef patty topped with Swiss cheese and a breaded, gooey white cheddar mozzarella sauce, sautéed onions, and a drizzle of our house-made

Arby's
CHICAGO STYLE BEEF DIP



When you think of Chicago, you think of three things: 1) Elevated trains, 2) Wind, and 3) The Chicago Style Beef



14,087 RECENT ITEMS & LTO's

SHOW

NORMS

RAW

VIEW AS

TILES

TABLE

PEOPLE

CHART

AMONG

Total US

NORMS VS.

All Items

SORT BY

Date

FILTERS

Buffalo Wild Wings
ALASKAN COD CLASSIC



A breaded, wild-caught Alaskan cod filet, with fresh veggies, melted american cheese, and a house-made tartar sauce, on a toasted brioche bun.



February 2017

\$9.99

Buffalo Wild Wings
BOSTON LAGER BURGER



Our mouthwatering burger topped with swiss cheese, beer braised mushrooms, and a drizzle of house-made garlic mustard.



February 2017

\$10.99

Dickey's Barbecue Pit
BUFFALO & BLEU TACOS



Feature thick-cut slices of our signature chicken, romaine lettuce and bleu cheese, all drizzled with Buffalo sauce. Meal includes three tacos with a savory side and a Big Yellow Cup beverage.



February 2017

\$8.50

Eat'n Park Restaurants
BUFFALO SHRIMP WRAP



This new item includes crispy buffalo popcorn shrimp in a warm flour tortilla with lettuce, tomato, cheddar cheese and your choice of our homemade Ranch or bleu cheese dressing. Plus, we serve it with your choice of one side!



February 2017

\$8.99

Buffalo Wild Wings
KICKIN' SHRIMP TACOS



Three mini flour tortillas packed with popcorn shrimp and our creamy coleslaw. All topped with green onions and house-made zing zing sauce for the perfect kick of heat.



February 2017

\$5.49

Back Yard Burgers
MAHI BURGER



Hawaiians call it Mahi Mahi, but this burger is loaded with toppings so you only have room in there to say it once. Flame-grilled all natural Mahi served on a brioche bun with zesty creole mayo, green leaf lettuce and ripe tomato. Aloha, mouth.



February 2017

Pollo Tropical
SHRIMP QUESADILLA WRAP



Eat'n Park Restaurants
WHALE OF A COD SANDWICH



Arby's
NEW YORK DOUBLE STACK REUBEN

Taco Cabana
SHRIMP TAMPICO QUESADILLA

Buffalo Wild Wings
THE MELTDOWN BURGER



Arby's
CHICAGO STYLE BEEF DIP

14,087 RECENT ITEMS & LTO's

SHOW

NORMS

RAW

VIEW AS

TILES

TABLE

PEOPLE

CHART

AMONG

Total US

NORMS VS.

All Items

SORT BY

Date

FILTERS

Pollo Tropical
SHRIMP QUESADILLA WRAP



Two flame-grilled skewers on a bed of fresh romaine lettuce, black bean fiesta mix, multi-colored tortilla chips, shredded cheeses and two cheese-filled tortillas. Chipotle ranch dressing is served on the side.



February 2017 \$3.41

Eat'n Park Restaurants
WHALE OF A COD SANDWICH



A legend! You'll enjoy our HUGE cod fillet, hand-breaded with panko breadcrumbs and fried to a golden brown perfection and served on our fresh-baked hoagie roll. It's served with your choice of one side and is sure to have you hooked after just one bite! It's also being featured as one of our new salad bar dinner deals!



February 2017 \$8.99

February 2017 \$8.50

Arby's
NEW YORK DOUBLE STACK REUBEN



You can win the corned beef lottery, and it doesn't take any luck at all. Just go to the counter and say "I'd like the New York Reuben Double Stack please. Yes, the one with twice as much corned beef on it as the regular Reuben." Congratulations. You're a winner. Also comes topped with swiss cheese, sauerkraut and thousand island on marble rye.



February 2017 \$6.49

February 2017 \$8.99

Taco Cabana
SHRIMP TAMPICO QUESADILLA



Shrimp Tampico is hand-marinated in each kitchen in a proprietary blend of ancho chiles and spices. Served in an authentic Mexican-style quesadilla, made with two handmade flour tortillas, pico de gallo and a blend of shredded Monterey Jack and cheddar cheeses.



February 2017 \$6.48

Buffalo Wild Wings
THE MELTDOWN BURGER



A juicy, all-beef patty topped with swiss cheese and a breaded, gooey white cheddar cheese wheel, sauteed onions, and a drizzle of our house-made cool heat sauce all on caraway seasoned, toasted bread.



February 2017 \$10.49

February 2017

Arby's
CHICAGO STYLE BEEF DIP



When you think of Chicago, you think of three things. 1.) Elevated trains. 2.) Wind. And 3.) The Chicago-Style Beef Dip. Our thinly sliced roast beef sandwich with melted swiss, fire-roasted peppers, and Italian seasonings on a toasted sub roll with a side of au jus.



February 2017 \$4.99

Turkey Hill Minute Market
CHICKEN PHILLY



Carl's Jr
REDHOOK BEER-BATTERED FISH

Turkey Hill Minute Market
ITALIAN MELT



Taco Bueno
SHRIMP TACOS

unbranded purchase intent

how likely are you to order this item?

branded purchase intent

how likely are you to order this item at this particular chain?

uniqueness

how new and different is this item?

frequency

would you order this item all the time?

draw

would you visit somewhere just for this item?

value

is it a good value at this price?



339 RECENT ITEMS & LTO's

SHOW

NORMS

RAW

VIEW AS

TILES

TABLE

PEOPLE

CHART

AMONG

Total US

FILTERS

UNIQUENESS

60
50
40
30
20

22.5 25 27.5 30 32.5 35 37.5 40 42.5 45 47.5 50 52.5 55 57.5 60

UNBRANDED PI

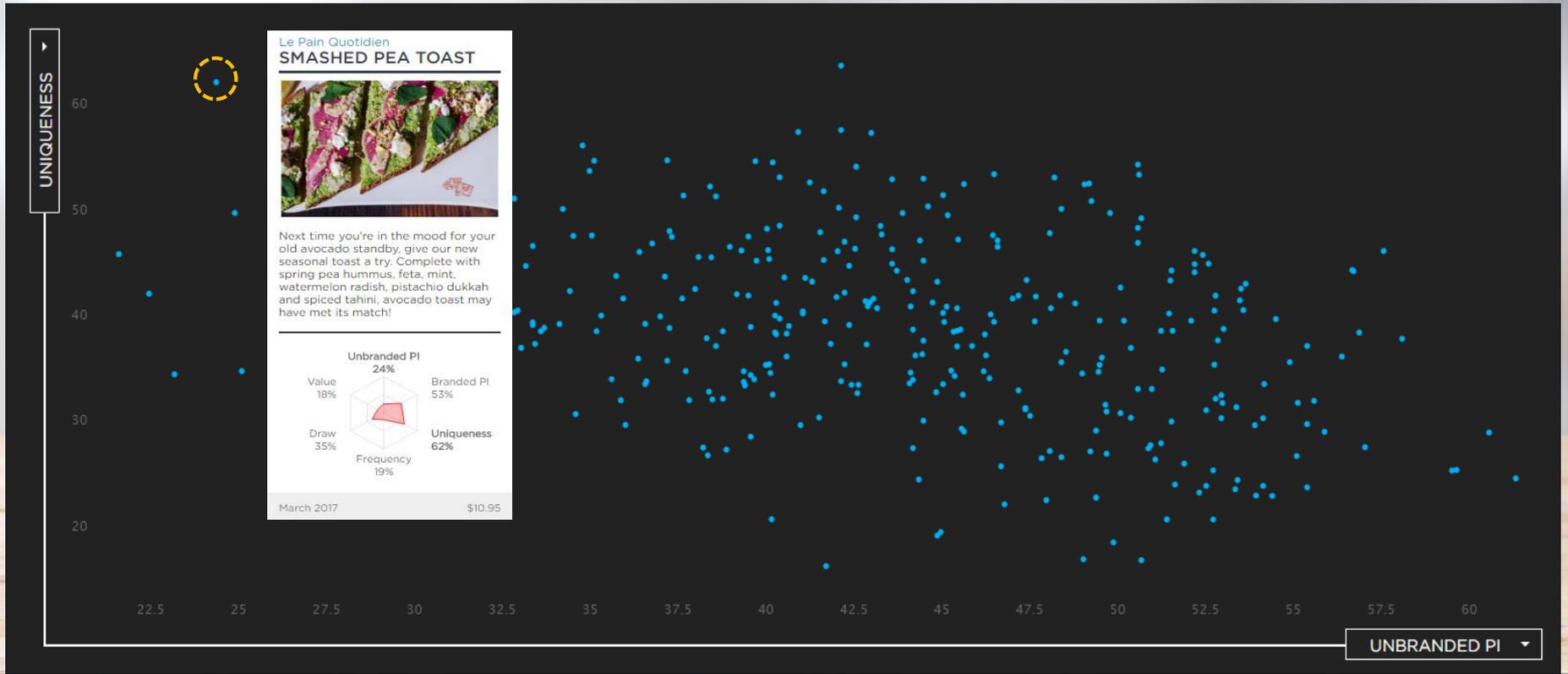


339 RECENT ITEMS & LTO's

SHOW **NORMS** **RAW** VIEW AS TILES TABLE PEOPLE CHART

AMONG Total US ▾

FILTERS



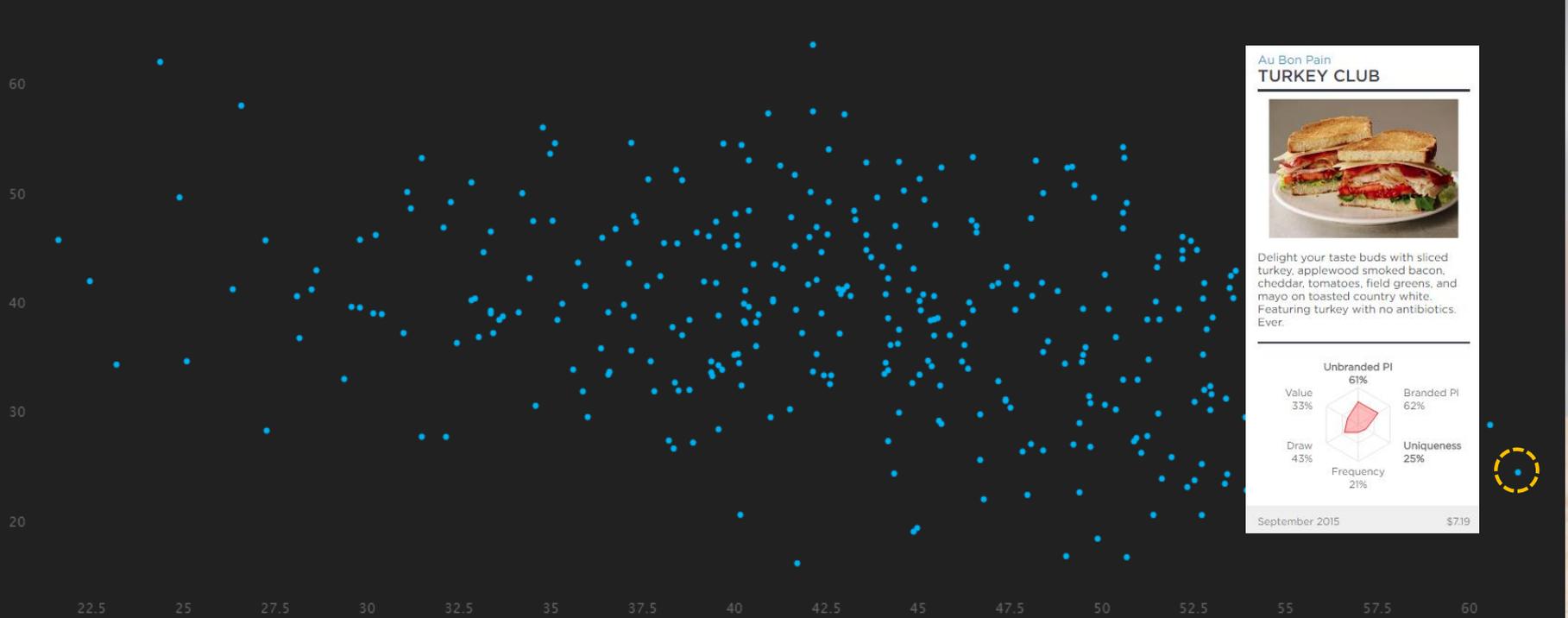
339 RECENT ITEMS & LTO's

SHOW **NORMS** **RAW** VIEW AS TILES TABLE PEOPLE **CHART**

AMONG Total US ▾

FILTERS

UNIQUENESS ▾

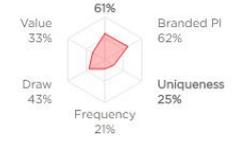


Au Bon Pain
TURKEY CLUB



Delight your taste buds with sliced turkey, applewood smoked bacon, cheddar, tomatoes, field greens, and mayo on toasted country white. Featuring turkey with no antibiotics. Ever.

Unbranded PI



September 2015 \$7.19

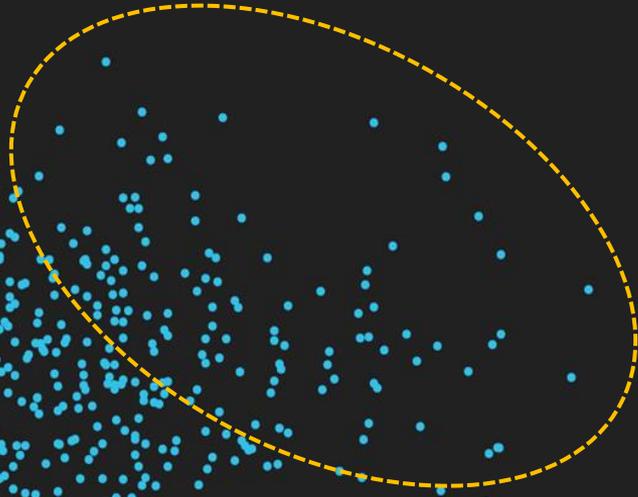
UNBRANDED PI ▾

UNIQUENESS ▾

60
50
40
30
20

15 20 25 30 35 40 45 50 55

UNBRANDED PI ▾



strong purchase intent + uniqueness is
possible, but requires focused effort

PI + UNIQUE

81.3%



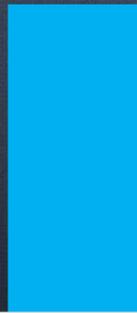
64.4%



48.4%



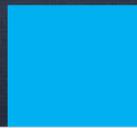
34.5%



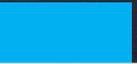
23.3%



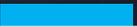
13.7%



6.8%



2.5%



0.5%



reimagined

easy & clear

food with a story

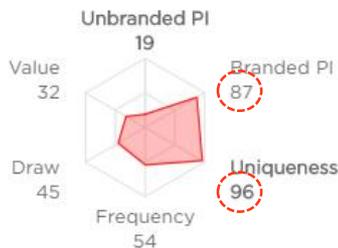
safe experimentation

First Watch

ANCIENT GRAINS PROTEIN BOWL



Quinoa, farro and brown rice topped with two poached cage-free eggs, all-natural chicken breast, fresh avocado, lemon white balsamic vinaigrette and super seed crunch. Served with a kale, watermelon radish and house-pickled onion salad.



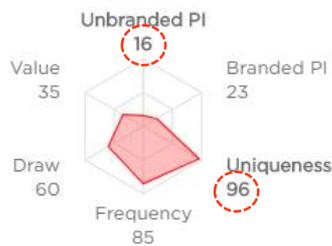
March 2018

\$10.49

California Tortilla TIKKA MASALA BOWL



Mesquite chicken, farm-fresh veggies, tikka masala sauce (including cumin, chile powder, cayenne, ginger, garlic, jalapeno, honey, cilantro, lime juice and green onion), Indian chickpea salad, sriracha pickled red onions, Mexican rice, and a sprinkle of cilantro. Served with cilantro chutney and tangy tomato chutney.



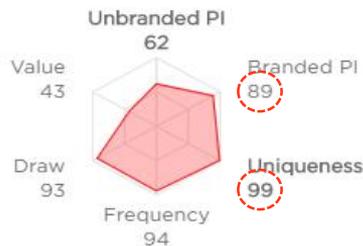
April 2018

\$8.99

Jamba Juice MANGO MEDLEY BOWL



Our Mango Medley Bowl doesn't waste any time getting you the nutrition you need with 100% Daily Value of Vitamin C and 90% Daily Value of Vitamin A in every bowl. The fresh medley of strawberry and blueberry shine in this bowl, finished off with a delicate drizzle of honey for the ultimate flavor boost.



April 2018

\$6.99

El Pollo Loco DOUBLE GARLIC CHICKEN HANDCRAFTED BOWL



Double chicken, garlic butter, cabbage, pinto beans, rice and pico de gallo salsa.



October 2017

\$6.49

safe experimentation

PRIME RIB TACOS

tender pieces of prime rib over Jack cheese & topped with **chimichurri sauce**, house-made pico de gallo, sliced avocado, chopped cilantro & **queso fresco**.

familiar name,
unique description

PI

UNIQUE

3

93

BIBIMBAP

kalbi, vegetables, gochujang and a fried egg over rice.

55

77

Asian BBQ Steak Bowl

sweet and savory Korean BBQ glazed steak, vegetables and rice. Topped with a fried egg.

PI

UNIQUE

6

90

Salsa Verde Poutine

Cheese curds, green salsa verde, tomatoes, scallions, and finished with guajillo chili peppers.

68

96

Mexican Loaded Fries

Golden, crisp fries topped with cheese curds, green salsa verde made with roasted tomatillos and peppers, tomatoes, green onions, and topped with sweet and smokey guajillo chili peppers.

ethnic as American



+195%

BANH MI

10 RECENT ITEMS & LTO's

SHOW

NORMS

RAW

VIEW AS

TILES

TABLE

PEOPLE

CHART

AMONG

Total US

NORMS VS.

All Items

SORT BY

Date

FILTERS

Pei Wei

BANH MI-STYLE ASIAN STREET TACOS



Char-grilled chicken, cucumber, pickled carrot and Sriracha aioli with jalapeno and cilantro and served with a lime wedge.



November 2016

\$6.99

Turkey Hill Minute Market
FIRECRACKER SUB



Bursting with flavor and spice, the Firecracker Sub starts with a hoagie roll and is topped with grilled chicken strips, banh mi salad (spicy vegetable medley), Monterey jack cheese and a Sriracha mayo spread.



July 2016

Ram Restaurant & Brewery
BANH MI CHICKEN WRAP



Marinated sliced chicken breast, wrapped in a flour tortilla with cilantro pesto, sweet chili vinaigrette salad greens, sriracha mayo, pickled cucumber and onion, matchstick carrots.



June 2016

\$10.95

Mcalister's Deli
WEST COAST BANH MI



Our spin on the Vietnamese classic. Tender pulled pork, jalapenos, pickled vegetables, fresh cilantro and sriracha mayo. Dressed with blended greens and crisp cucumbers. Marinated in our Cilantro Lime Vinaigrette on a toasted baguette.



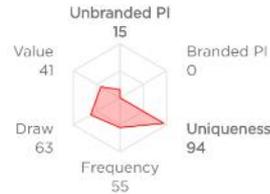
April 2016

\$7.99

Great Steak
BANH MI SANDWICH



Sriracha breaded cod topped with house-made Asian slaw, green onions and chili aioli on our signature French roll.



February 2016

\$7.59

Hard Rock Cafe

BANH MI BURGER

Which Wich

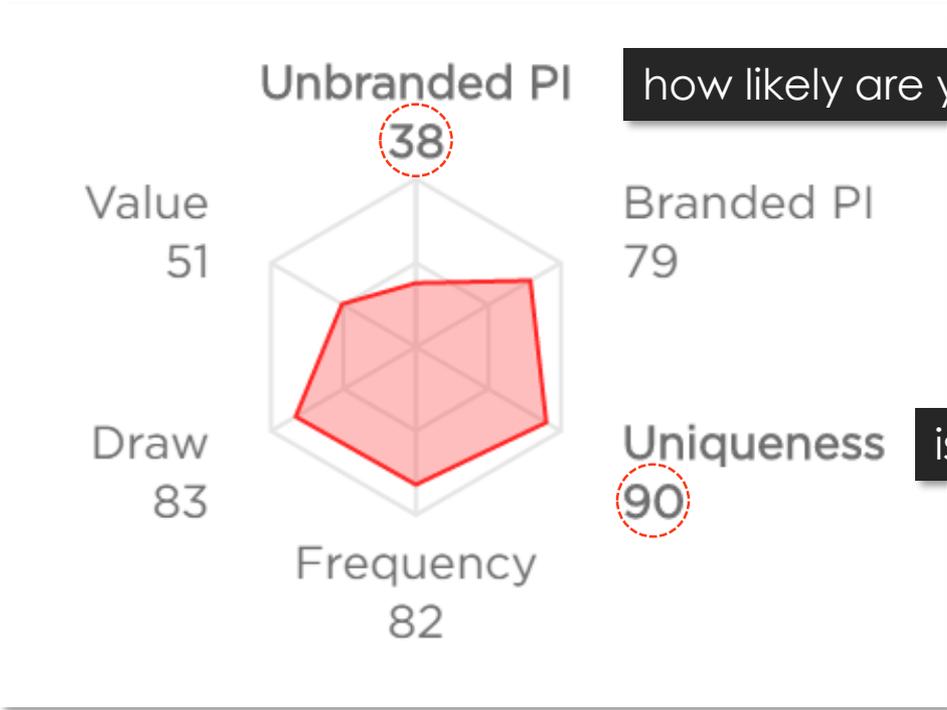
SUBIM BANH MI

Which Wich

Cosi

Atlanta Bread

THE SAIGON CHICKEN



how likely are you to order this item?

Branded PI
79

is it new and different?

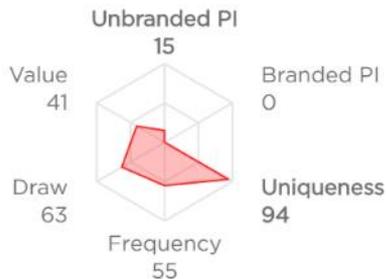
Uniqueness
90

Great Steak

BANH MI SANDWICH



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February 2016

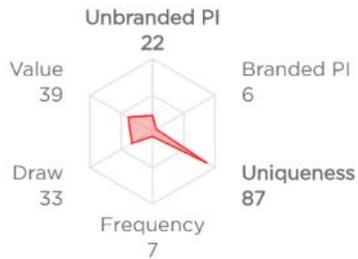
\$7.59

Mcalister's Deli

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April 2016

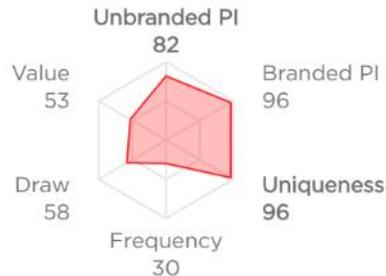
\$7.99

Atlanta Bread

THE SAIGON CHICKEN



Our take on the banh mi - with all-natural chicken breast, fresh cilantro, carrot and cucumber on a freshly baked baguette.



February 2016

\$7.39

make it **relatable**

THE POWER OF BACON

5.3% of all menu items
15.4% of LTOs



average purchase intent

without bacon

48

with bacon

66

all menu items

132
characters

top 10% items

157
characters

Marinated chicken breast, pan-seared and oven-roasted with portobello mushrooms and ale demi-glace made in-house, served over white cheddar mashed potatoes.

too little

Our vegetarian burger served with fresh fruit **instead of French fries.**

too much

The is Black Bean Burger full of flavor with the harmonious pairing of Southwest spices, grains and vegetables. It starts with a custom crafted black bean patty, tender on the inside and slightly crusted on the outside. Along with black beans, the patty is made of peppers, grains, corn, carrots and a blend of spices, like cilantro, garlic and chili pepper. Pepper Jack Cheese and a tasty Parmesan ranch sauce perfectly accompany the sandwich – all served on a toasted multigrain bun featuring nine different grains and seeds including white sesame seeds, red quinoa and rolled oats.

AVERAGE SCORES



CONCEPT
LOCKER

Launched
New Items

Uniqueness	50	69
Purchase Intent	50	61



design a...

a plant-forward bowl

BUILDING BLOCKS...



1. focus on gen pop
2. easy & clear
3. food with a Story ... 157 characters
4. ethnic is American
5. familiar re-imagined
6. safe experimentation - make it relatable & crave-worthy
7. watch for polarizers

highest combination of **uniqueness + purchase intent** WINS

DESIGN A PLANT-FORWARD BOWL!

- list your names & emails
- one item per group
- NAME it
- Describe it OPTIMALLY
- all items tested in SCORES™ today
- highest combination of uniqueness + purchase intent **WINS**



which foods & flavors
are growing on menus?



do consumers know and
love those flavors?



which new chain items &
LTOs are succeeding?

