

CELEBRATE
SEAFOOD



CELEBRATE SEAFOOD

When it comes to seafood, there's a lot to celebrate. As Millenials drive trends towards favoring leaner proteins, ethnic entrees, quick meals, and interest in sustainability, seafood is worth cheering. Start the party with exciting, new on-trend menu ideas that showcase the **versatility and deliciousness** of King & Prince Seafood. With a huge selection to satisfy every taste and menu part, King & Prince Seafood is ready to help you **celebrate seafood every day**.

CELEBRATE WITH MILLENIALS

64%
view seafood as
healthier than
beef and pork*

they pay
25%-35%
more for seafood
when dining out
than other
age groups*

they are
interested in
**SOURCE &
SUSTAINABILITY**
of seafood*

Mrs. Friday's® Panko Breaded Oyster Shooters

* Source: Center of the Plate: Seafood & Vegetarian Consumer Trend Report, Techmonic.

LET'S HEAR IT FOR Mrs. Friday's® TAVERN BATTERED® COD

Golden-battered, flaky deliciousness. Our signature Tavern Battered® Cod is always hand-cut for a natural back-of-the-house appearance. These premium cod fillets have a mild, crunchy coating made with our special blend of hops. All our cod fillets are **MSC certified** and sourced from cold Alaskan waters. These versatile, flavorful fillets play host in many crowd-pleasing menu entrees. Give your guests something to celebrate!



LET'S HEAR IT FOR
NATIONAL SEAFOOD MONTH OCTOBER



COD
is the fastest-growing fish entree for fast casual*

Mrs. Friday's® Tavern Battered® Cod

MENU COST BREAKDOWN

2 - Mrs. Friday's® Tavern Battered® Cod Fillets (#070053)	\$2.00
Other Ingredients	\$0.75
Total Food Cost	\$2.75
Suggested Menu Price	\$10.99
Food Cost	25%
Gross Profit	\$8.24

FISH & CHIPS

The hand-dipped appearance & subtle flavor of our Tavern Battered® Cod is a real crowd-pleaser with hot, fresh-made fries. Serve with malt vinegar. Deliciously easy prep.



FRIED
is the most popular
prep for both
fish & shellfish*



Mrs. Friday's® Tavern Battered® Cod

Mrs. Friday's®

BATTERED COD STREET TACOS

Watch as golden battered cod does a happy dance with colorful Asian slaw, fresh-made cilantro-lime crème fraîche & soft corn tortillas. Taco twist!

MENU COST BREAKDOWN

2 - Mrs. Friday's® Tavern Battered® Cod Fillets (#070052)	\$1.16
Other Ingredients	\$1.15
Total Food Cost	\$2.31
Suggested Menu Price	\$7.99
Food Cost	29%
Gross Profit	\$5.68

WIDE VARIETY
of seafood dishes
on the menu
is desired*



Mrs. Friday's® Panko Breaded Oysters

MENU COST BREAKDOWN

4 - Mrs. Friday's® Panko Breaded Oysters (#053828)	\$3.30
Other Ingredients	\$1.10
Total Food Cost	\$2.26
Suggested Menu Price	\$8.99
Food Cost	25%
Gross Profit	\$6.73

Mrs. Friday's®

BREADED OYSTER PO'BOY

Succulent panko-breaded oysters mingle with bright cilantro & crunchy daikon cabbage in this take on a hands-on lunchtime favorite.

**BOLD
FLAVORS**
in seafood dishes
are getting more
popular*



Mrs. Friday's® Coconut Shrimp

Mrs. Friday's®

COCONUT SHRIMP WITH COFFEE & CHOCOLATE

Coconut breaded shrimp lightly dusted with coffee are served with raspberries and a chocolate drizzle. Amazingly memorable app!

MENU COST BREAKDOWN

6 - Mrs. Friday's® Coconut Breaded Butterfly Shrimp (#057536)	\$2.40
Other Ingredients	\$0.50
Total Food Cost	\$2.90
Suggested Menu Price	\$11.99
Food Cost	24%
Gross Profit	\$9.09



Sea. Taste. Enjoy!®

CELEBRATE SEAFOOD

MORE PROFIT

LESS LABOR COST

EASY PREP

CULINARY SUPPORT

AFFORDABLE

SUSTAINABLY SOURCED

CELEBRATE SEAFOOD EVERYWHERE ON THE MENU

Get full recipes, trends, tips & advice at kpseafood.com

