

**KING &  
PRINCE<sup>®</sup>**  
SEAFOOD

*Sea. Taste. Enjoy!®*



# SEAFOOD AROUND THE WORLD

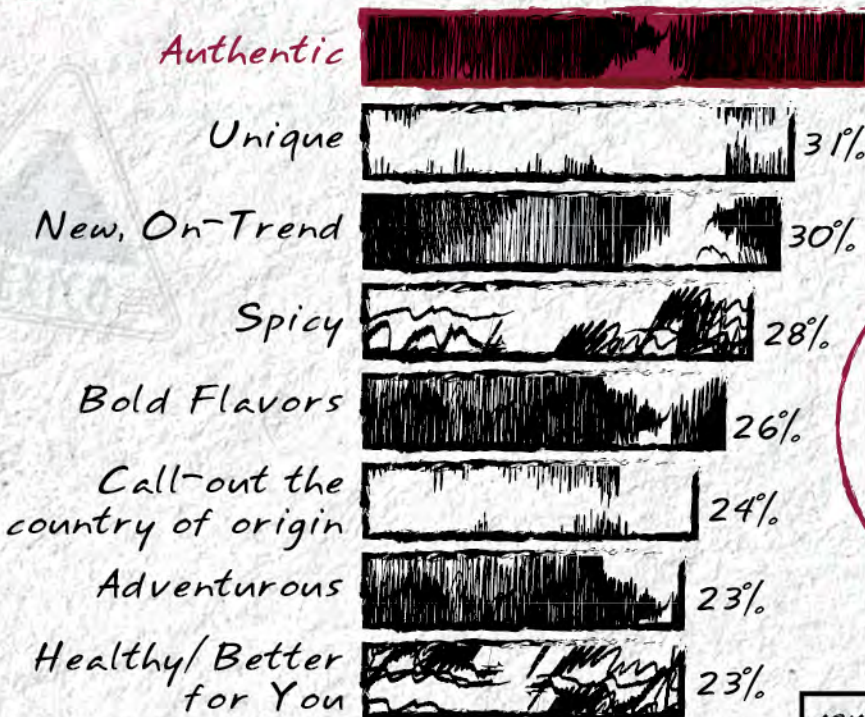


# GOING GLOBAL

**World flavors on the menu** is a trend that keeps growing every year. With its easy prep, quick cook time, and popularity with guests, **seafood** makes a perfect traveling partner for any global flavor you would like to try on your menu.

**PROMOTE IT AND BE AUTHENTIC!**

*It's the most effective way to promote your globally inspired dish.\* Be true to your brand & tell the story of the dish.*



**55%**  
of consumers' most recent global food was eaten away from home.\*

## GET NOTICED

Millennials and Gen Z consumers are more likely to post online about eating global foods.\*

**SPICE IS NICE**

Spicy global combos are on the rise!  
Harissa is up nearly 19% YOY growth.†

ASIA

## RAMEN

is by far the most popular (and trending) Asian dish.\*\*

**88%** Know it    **75%** have tried it

**51%** love or like it



TOMATILLO SALSA  
has grown 18%\*



## MORE MENU VARIETY

71% of operators say that the most important reason for global dishes is menu variety.\*



## THAI, JAPANESE & INDIAN

70% are the most popular Asian cuisines offered.\*



Thai Japanese Indian

# 2/3

of operators who menu global cuisines also offer Italian & Mexican dishes.\*

### NORTH AFRICAN

## COUSCOUS

is the most familiar Moroccan dish to consumers.\*

**GET SAUCY** 59% of Millennials want restaurants to offer more ethnic sauces.\*

# DON'T FORGET THE SEAFOOD



Sea. Taste. Enjoy!

With over 90 years' experience in foodservice, our products exceed operator and guest expectations. We are part of Nissui, the second largest seafood company in the world. This means we have a consistent & sustainable seafood supply. We offer a wide variety of seafood: fish, shrimp, calamari, cakes, surimi, blends & more. **So go ahead and start exploring with global flavors on the menu!**



Our innovative, on-trend seafood products carry our flagship brand.



Our signature line of battered and breaded seafood products, renowned in the industry for great taste and quality.



These carefully selected tilapia fillets are raised in pristine deep-water lakes. Clean, consistent flavor every time.

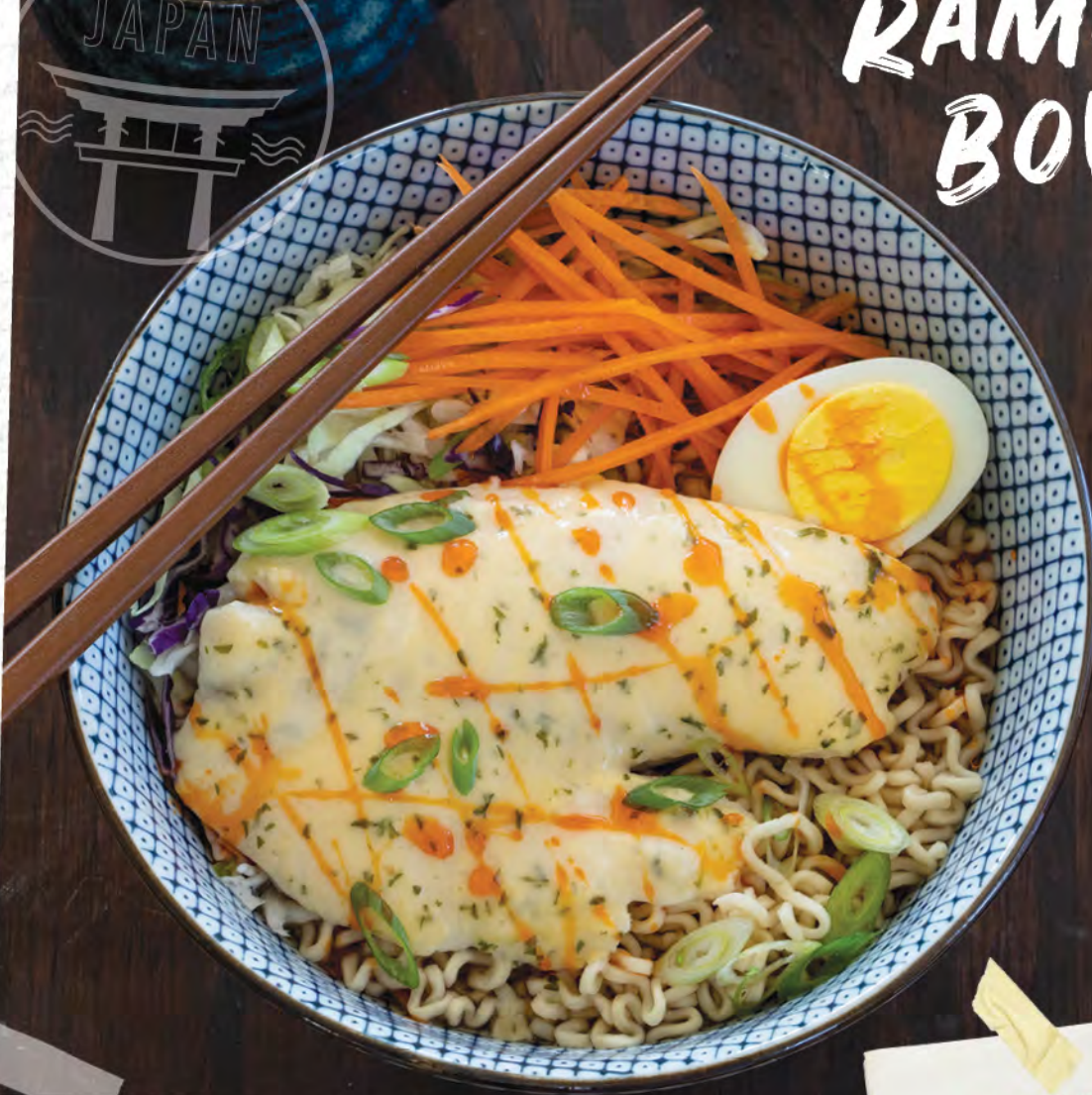


Crab is the first ingredient in these flavor-filled premium lumps. Great in both hot & cold applications.



Lobster is the first ingredient in this versatile & affordable blend of North Atlantic lobster and premium seafood. Use hot or cold.

# TILAPIA RAMEN BOWL



When looking for a Japanese-inspired dish for your menu, ramen is still in. Our Tilapia Ramen Bowl features Creamy Butter Herb tilapia over noodles, cabbage, carrots & boiled egg. Finished with a drizzle of hot chili oil & green onion.

FOOD COST  
**27%**  
GROSS PROFIT  
**\$8.70**



|   |         |
|---|---------|
| (1) King & Prince® Creamy Butter Herb Tilapia (#072005) | \$1.72  |
| Other Ingredients                                       | \$1.53  |
| Total Food Cost   | \$3.25  |
| Suggested Menu Price                                    | \$11.95 |

# COCONUT SHRIMP

## WITH COUSCOUS & HARISSA SPICED VEGETABLES



**MOROCCAN**  
is the dominant African cuisine offered on the menu.

*Crunchy, slightly sweet coconut shrimp is paired with coconut-infused couscous, warm harissa-spiced carrots and caramelized onions.*

**FOOD COST**  
**25%**

**GROSS PROFIT**  
**\$10.45**



|   |         |
|---|---------|
| (5) Mrs. Friday's® Coconut Breaded 16/20 Round Shrimp (#057456) | \$2.75  |
| Other Ingredients   | \$0.75  |
| Total Food Cost   | \$3.50  |
| Suggested Menu Price  | \$13.95 |

# COD FRITTERS

WRAPPED IN  
SERRANO  
HAM



*This savory Spanish dish is great as a meal or served family style. Our Craft Beer Battered™ Cod fillets are wrapped in thick Serrano ham. Serve with authentic Castelvetro olive aioli for dipping.*

FOOD COST  
**31%**  
GROSS PROFIT  
**\$9.64**



|   |         |
|---|---------|
| (4) Mrs. Friday's® Craft Beer Battered™ Cod Fillets (#078602) | \$3.56  |
| Other Ingredients   | \$0.75  |
| Total Food Cost   | \$4.31  |
| Suggested Menu Price  | \$13.95 |

# GRILLED SEAFOOD CRAB CAKE MECHOUIA SALAD



Try this simple but delicious grilled vegetable salad from Tunisia! Savory grilled seafood crab cakes sit atop a seasoned blend of fire roasted tomatoes, jalapeños, onions, & sliced eggs. Serve with grilled crostini for an authentic dish.

FOOD COST  
**28%**  
GROSS PROFIT  
**\$12.16**



|  |         |
|--|---------|
| (4) King & Prince® Gourmet Seafood Crab Cakes, 3 oz. (#057920) | \$4.04  |
| Other Ingredients  | \$0.75  |
| Total Food Cost  | \$4.79  |
| Suggested Menu Price   | \$16.95 |



# INDIAN BUTTER SHRIMP



Our delicious *Sauce Ready*® shrimp are tossed in an Indian butter sauce made with rich tandoori paste and spiced with garam masala. Serve over basmati rice and garnish with cilantro and lemon wedges.

FOOD COST  
**24%**

GROSS PROFIT  
**\$7.55**



|   |        |
|---|--------|
| (12) Mrs. Friday's® Sauce Ready® Shrimp (#057364) | \$1.44 |
| Other Ingredients                                 | \$1.00 |
| Total Food Cost                                   | \$2.44 |
| Suggested Menu Price                              | \$9.99 |

# LOBSTER & SEAFOOD CARBONARA



FOOD COST

**28%**

GROSS PROFIT

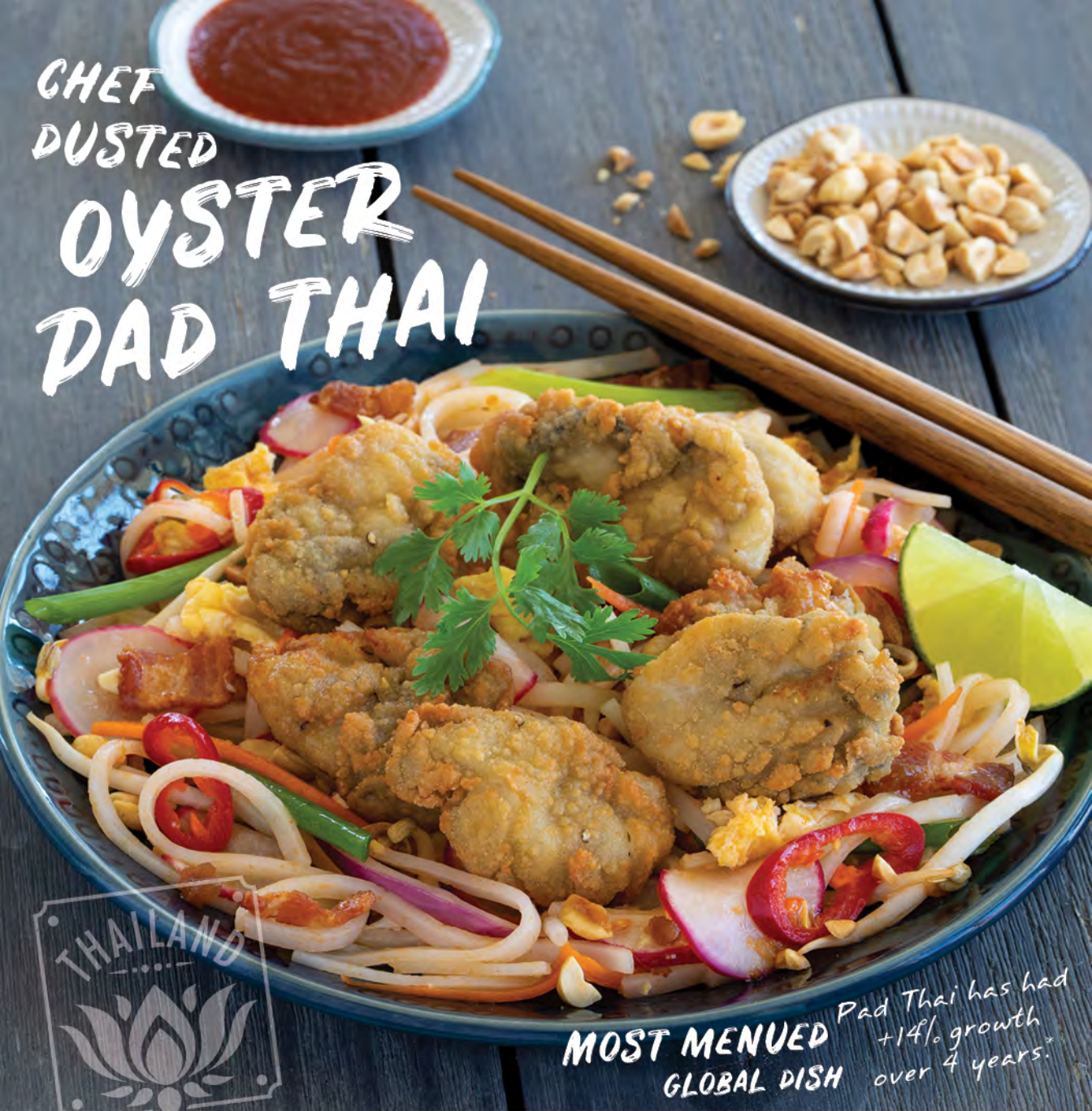
**\$10.48**

*You'll love this upscaled Italian dish made with bucatini pasta, lobster & seafood! Tossed with pan-crisped pancetta, tarragon & a rich reggiano cream sauce.*



|  |         |
|--|---------|
| 4 oz. King & Prince® Lobster Sensations® (#004610) | \$2.36  |
| Other Ingredients                                  | \$1.75  |
| Total Food Cost                                    | \$4.11  |
| Suggested Menu Price                               | \$14.59 |

# CHEF DUSTED OYSTER PAD THAI



**MOST MENUED GLOBAL DISH** Pad Thai has had +14% growth over 4 years.\*

**FOOD COST**  
**24%**  
**GROSS PROFIT**  
**\$9.09**

Lightly breaded oysters and coarsely chopped bacon add a new dimension to this colorful vegetable-filled noodle dish. Serve with crushed peanuts, sriracha & tangy lime wedges for a unique take on a traditional pad thai.



|   |         |
|---|---------|
| (5) Mrs. Friday's® Chef Dusted® Pacific Oysters (#053826) | \$1.15  |
| Other Ingredients   | \$1.75  |
| Total Food Cost   | \$2.90  |
| Suggested Menu Price                                      | \$11.99 |

\* Source: Dataessntial 2018.

# CALAMARI WITH SALSA TRIO

GUAJILLO has grown 6% since last year.\*



**FOOD COST**  
**30%**  
**GROSS PROFIT**  
**\$7.67**

Simple & flavorful Mexican-inspired appetizer! Golden fried calamari is served with a trio of colorful hand-crafted salsas including chile arbol, tomatillo, and guajillo salsas.

|   |         |
|---|---------|
| 6 oz. Mrs. Friday's® Lightly Breaded Ring & Tentacle Calamari (#041250) | \$2.97  |
| Other Ingredients   | \$0.35  |
| Total Food Cost   | \$3.32  |
| Suggested Menu Price  | \$10.99 |



\* Source: Technomic 2018.



**JERK SAUCE**

*is already very familiar with consumers.*



**FOOD COST**  
**33%**  
**GROSS PROFIT**  
**\$10.70**



*Large premium Gold Pack® shrimp are tossed in spicy jerk sauce - a simple but memorable app or light entrée! Pair with a bright, colorful salad for a trip to the Caribbean islands.*

|   |         |
|---|---------|
| (5) Mrs. Friday's® Gold Pack® U-12 Round Shrimp (#013145) | \$5.00  |
| Other Ingredients   | \$0.25  |
| Total Food Cost   | \$5.25  |
| Suggested Menu Price                                      | \$15.95 |

\* Source: Dataessential 2018.

# CRAWFISH CROQUE MONSIEUR WITH POMME FRITES



FOOD COST  
**30%**  
GROSS PROFIT  
**\$9.82**

*Try a seafood twist on this French sandwich!  
Crispy fried crawfish, béchamel and gruyere  
cheese on rustic bread, griddled with butter.  
Served with a side of pomme frites.*



|   |         |
|---|---------|
| 6 oz. Mrs. Friday's® Cajun Crawfish (#057983) | \$3.42  |
| Other Ingredients                             | \$0.75  |
| Total Food Cost                               | \$4.17  |
| Suggested Menu Price                          | \$13.99 |

# ARGENTINIAN SHRIMP CHORIPAN



A traditional Argentinean sandwich, transformed to a tapas style appetizer. This choripan features grilled shrimp skewers basted in chimichurri, crusty French bread, caramelized onions, roasted red pepper & pickled eggplant relish. Serve with your favorite olives.



FOOD COST  
**27%**  
GROSS PROFIT  
**\$13.04**

|  |         |
|--|---------|
| (3) King & Prince® Classic Shrimp Skewer (#057411) | \$3.66  |
| Other Ingredients                                  | \$1.25  |
| Total Food Cost                                    | \$4.91  |
| Suggested Menu Price                               | \$17.95 |

# BAVARIAN PRETZEL & BEER CHEESE CRAB DIP



FOOD COST  
**27%**  
GROSS PROFIT  
**\$6.53**

*Oktoberfest can be any time of the year!  
Warm beer cheese dip blended with Crab  
Sensations® pairs perfectly with salted soft  
pretzels - and maybe a German beer or two.*



|   |        |
|---|--------|
| 3 oz. King & Prince® Crab Sensations® (#004630) | \$1.71 |
| Other Ingredients                               | \$0.75 |
| Total Food Cost                                 | \$2.46 |
| Suggested Menu Price                            | \$8.99 |



# BREADED ALASKAN POLLOCK LUMPIA



**FOOD COST**

**27%**

**GROSS PROFIT**

**\$9.41**

*Lumpia is a Filipino favorite! These crispy-fried snackable wraps are filled with diced, sautéed carrots, cabbage & scallions, around light panko breaded Alaska pollock fillets. Serve with sweet chili sauce for dipping.*



|  |         |
|--|---------|
| (7) Mrs. Friday's® Oven Ready® Alaska Pollock 1 Oz. Mini (#075470) | \$1.89  |
| Other Ingredients  | \$1.65  |
| Total Food Cost  | \$3.54  |
| Suggested Menu Price   | \$12.95 |



AUTHENTIC  
ENGLISH

# FISH N' CHIPS

*This is the real thing. A generous golden-battered haddock fillet rests on thick-cut British fries ("chips"), served with lemon wedges & malt vinegar. A side of vibrant 'mushy peas' rounds out this classic.*

FOOD COST  
**25%**  
GROSS PROFIT  
**\$11.95**



|  |         |
|--|---------|
| (1) Mrs. Friday's® Tavern Battered® Extreme Haddock 8-10 oz. (#070031) | \$3.20  |
| Other Ingredients  | \$0.80  |
| Total Food Cost  | \$4.00  |
| Suggested Menu Price   | \$15.95 |



# BUFFALO SURF N'TURF BURGER

Make a quick but delicious stop in original American cuisine. This juicy surf n' turf burger features Sauce Ready® shrimp tossed in buffalo sauce.

# WHATEVER GLOBAL FLAVORS YOU WANT TO MENU,

**NEED IDEAS FOR  
YOUR MENU?**

**WE CAN HELP.**

We offer customized culinary support to help create the right global seafood item for you.

800.632.5464

MARKETING@KPSEAFOOD.COM



**49%**  
OF CONSUMERS LIKE TO  
**EXPLORE**  
OTHER CULTURES THROUGH  
**GLOBAL CUISINE\***



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Get the full recipes  
along with more tips  
& trends here:

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