



Always Sensations[®] Season

Sea the *fresh*
possibilities
with Sensations[®].

Welcome to Sensations®

from King & Prince Seafood®

Many years ago, we created Lobster Sensations® to give operators an easy, affordable way to add a seafood delicacy anywhere on the menu. Its wide acceptance has inspired our chefs to create new varieties...adding more ways to please guests, earn loyalty, and bring in new business.

Today we offer four easy-to-use choices. All are blends of top-quality, sustainably sourced shellfish and premium seafood. With Sensations®, you can create an endless variety of delicious and affordable seafood options for any daypart. Great in both hot and cold applications, Sensations® are healthy, versatile and profitable. Packed ready-to-eat in 2-lb. pouches, they offer 100% yield. You won't find a more convenient way to upgrade any menu.

PROFITABLE

VERSATILE

HEALTHY

100% YIELD

READY TO EAT

SENSATIONS®

AFFORDABILITY

VERSATILITY



Lobster is the first ingredient in this rich, versatile, and affordable blend of **North Atlantic lobster meat and premium seafood.**



Specially formulated salad blend of **lobster, premium seafood, mayo dressing, celery and spices.**



With crab as the first ingredient, these flavor-filled jumbo lumps provide the appearance and bite that allow operators to **serve premium crab dishes at affordable prices.**



A delectable blend of **real crab, cold-water bay shrimp and imitation King Crab meat** that offers a host of applications, from salads and sides to sandwiches and entrées.



PRODUCT NAME	CODE	CASE PACK	EST. OPERATOR COST/OZ.
Lobster Sensations®	004610	6/2#	\$0.62
Lobster Sensations®	004614	12/1#	\$0.65

PRODUCT NAME	CODE	CASE PACK	EST. OPERATOR COST/OZ.
Lobster Salad Sensations®	004510	6/2#	\$0.62



PRODUCT NAME	CODE	CASE PACK	EST. OPERATOR COST/OZ.
Jumbo Crab Sensations®	004630	6/2#	\$0.62

PRODUCT NAME	CODE	CASE PACK	EST. OPERATOR COST/OZ.
Seafood Sensations®	004530	6/2#	\$0.38



**LOBSTER
SENSATIONS®**

ON TREND:

**Bowl'd
Intentions**

*Flavor & The Menu,
2020 Top 10 Trend*

Lobster & Seafood Sushi Roll Bowl

A sushi roll minus the roll—in a bowl—is an eye-appealing delight. Add Lobster Sensations® for authentic flavor, blended with crisp, diced cucumbers, creamy avocado, colorful slaw and sushi rice. Drizzle with spicy sriracha mayo.

FOOD COST

26%

GROSS PROFIT

\$7.38



LOBSTER
SENSATIONS®

Lobster & Seafood *Stromboli*

Think outside the typical stromboli. Lobster Sensations® with caramelized onions and mozzarella produce a rich, creamy filling that's delicious and not as heavy as traditional stromboli options. Serve with an herb & olive oil dipping sauce.

FOOD COST

24%

GROSS PROFIT

\$8.38

LOBSTER
SENSATIONS®

FOOD COST

28%

GROSS PROFIT

\$7.23

Lobster & Seafood *Artichoke Flatbread*

Who doesn't love flatbreads? Roasted garlic & tarragon plus Lobster Sensations® spawn a creamy base for this decadent, colorful flatbread. Easy prep item for lunch or dinner.

**LOBSTER
SENSATIONS®**

Lobster & Seafood *Bisque*

Be renowned for your bisque. Blend Lobster Sensations® with cream & spices to form a bisque they'll tell all their friends about. Lots of return on minimum effort.

OVER 40%
of consumers
order seafood
bisque
occasionally.

*Technomic,
2019 COP Report*

FOOD COST

22%

GROSS PROFIT

\$6.25

Lobster & Seafood Salad *Roll*

Is there an easier way to prep a popular lobster dish? Open the pouch.
Place this salad blend of lobster, premium seafood, mayo dressing
and spices on a roll. Serve. Or hold the roll
and serve it as a salad.

OVER HALF
of consumers
would order
lobster at least
occasionally.

*Technomic,
2019 COP Report*

FOOD COST

26%

GROSS PROFIT

\$9.63

LOBSTER SALAD
SENSATIONS®

Mini Lobster Roll in Phyllo Cups

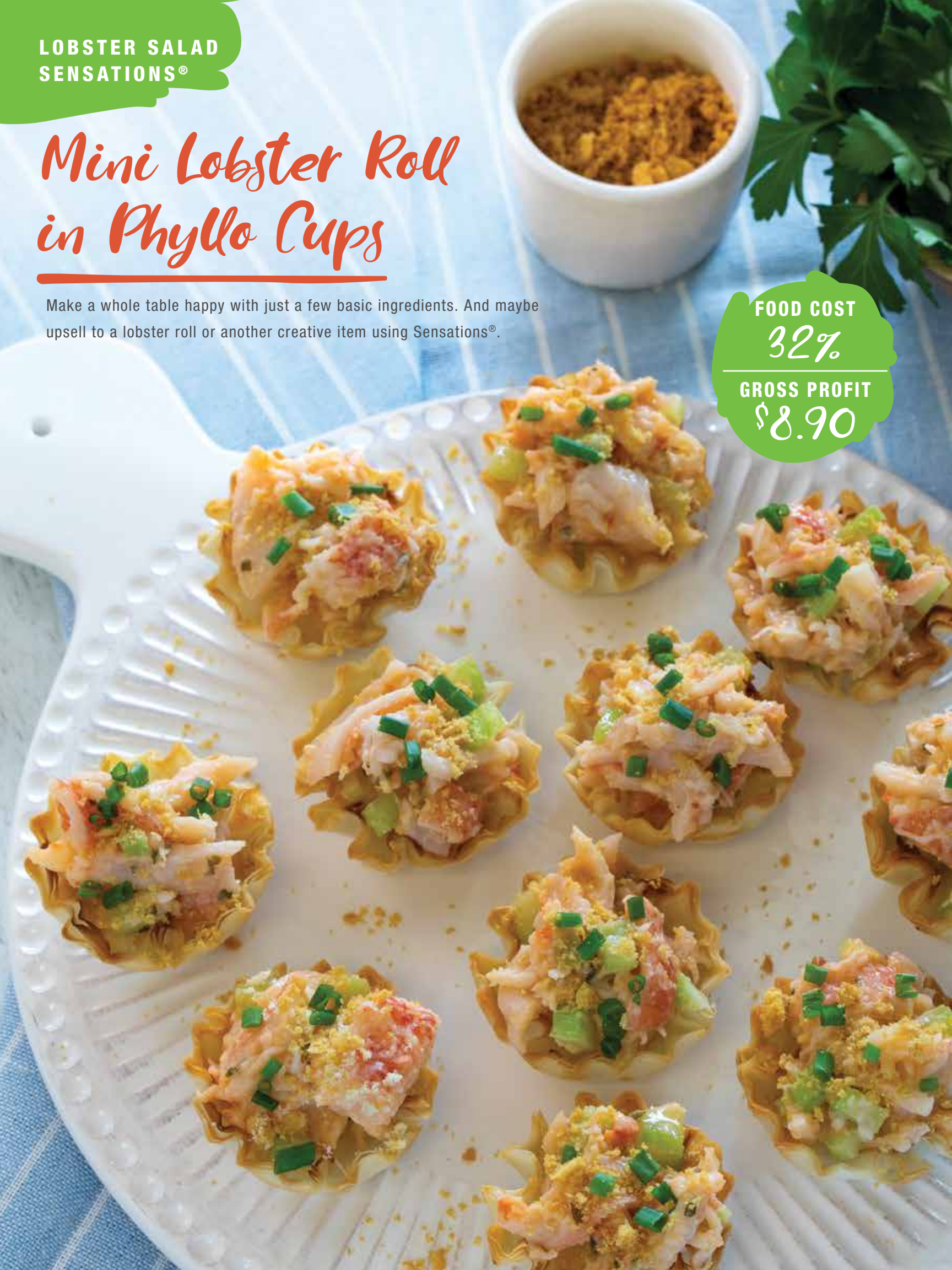
Make a whole table happy with just a few basic ingredients. And maybe upsell to a lobster roll or another creative item using Sensations®.

FOOD COST

32%

GROSS PROFIT

\$8.90



LOBSTER SALAD
SENSATIONS®

Strawberry & Mango Salad

with Lobster & Seafood Salad

Screams healthy and delicious. Add some colorful, fresh and crunchy seasonal fruits to your Lobster Salad Sensations®. You might earn a standing O.

FOOD COST

22%

GROSS PROFIT

\$7.00

LOBSTER SALAD
SENSATIONS®

Surf n' Turf Burger

with Lobster & Seafood Salad

Surf 'n Turf lovers will love you for this generous all-beef patty, smothered with gruyere cheese, sweet onions, mayo, and Lobster Salad Sensations® on top. Another in the long list of menu applications for Sensations®.



35%
of consumers
strongly agree
that they are
willing to
PAY MORE
for premium
burger toppings

Technomic, 2020

FOOD COST

24%

GROSS PROFIT

\$10.63

**JUMBO CRAB
SENSATIONS®**

ON TREND:
Sweet Heat
Honey Sauce

*Flavor & The Menu,
2020 Top 10 Trend*

FOOD COST

22%

GROSS PROFIT

\$6.25

Crab & Seafood

Mac n' Cheese Egg Rolls

Time for some fabulous Fusion Cuisine. Mac n' Cheese with Jumbo Crab Sensations® in large egg roll wrappers and fried to a golden brown. Yum.

**JUMBO CRAB
SENSATIONS®**

Crab & Seafood Watermelon Feta Salad

Need some warm weather ideas? Can't miss with watermelon and Jumbo Crab Sensations®. Add some feta, balsamic and fresh basil. It's better than the beach.

FOOD COST

27%

GROSS PROFIT

\$6.53

ON TREND:

Forward
with Fruit

*Flavor & The Menu,
2020 Top 10 Trend*

**JUMBO CRAB
SENSATIONS®**

NEARLY 50%
of consumers
will order
seafood risotto
occasionally.

*Technomic,
2019 COP Report*

FOOD COST

22%

GROSS PROFIT

\$11.63

Crab & Seafood *Coconut Curried Risotto*

Another mouthwatering fusion idea. Risotto blended with some curry powder and coconut milk, topped with Jumbo Crab Sensations®. Add some Hawaiian/Italian music.

JUMBO CRAB
SENSATIONS®



FOOD COST

21%

GROSS PROFIT

\$8.63

Cajun Crab & Seafood Cake *Sandwich*

People who eat lunch out often want variety. Help them out with a generous crab & seafood cake on thick ciabatta bread, made with Jumbo Crab Sensations®.

Add fresh Bibb lettuce, tomato and aioli.

They'll thank you for it.

Seafood *Ceviche*

Another seasonal treat that's easy to prep. Marinate Seafood Sensations® in citrus and toss with chiles, red onion, pico de gallo and avocado. Drizzle with olive oil and garnish with cilantro and a lime wedge.

Serve in a glass with your name on it.

FOOD COST

24%

GROSS PROFIT

\$6.10

NEARLY 30%
of millennials
order Ceviche
occasionally.

*Technomic,
2019 COP Report*

SEAFOOD
SENSATIONS®



Frutti di Mare Seafood Salad

FOOD COST

29%

GROSS PROFIT

\$4.25

This one will bear fruit for you. Fresh, seasonal
veggies (as available) and Seafood Sensations®
(always available) are all you need.



SEAFOOD
SENSATIONS®

FOOD COST

21%

GROSS PROFIT

\$12.60

Neptune Pizza

with Crab & Bay Shrimp

Wow! They say millennials love this. Wrong. We all love this. Add fresh basil, tomatoes and spinach to Seafood Sensations® over a creamy roasted garlic sauce. They'll never order pizza anywhere else.

Millennials are
2X AS LIKELY
to order a
seafood pizza
than older
generations.

*Technomic,
2019 COP Report*

Recipe Cost Breakdown

LOBSTER & SEAFOOD SUSHI ROLL BOWL

3 oz. King & Prince® Lobster Sensations® (#004610)	\$1.86
Other Ingredients	\$0.75
Total Food Cost	\$2.61
Suggested Menu Price	\$9.99
Food Cost	26%
Gross Profit	\$9.63

LOBSTER & SEAFOOD STROMBOLI

3 oz. King & Prince® Lobster Sensations® (#004610)	\$1.86
Other Ingredients	\$0.75
Total Food Cost	\$2.61
Suggested Menu Price	\$10.99
Food Cost	24%
Gross Profit	\$8.38

LOBSTER & SEAFOOD ARTICHOKE FLATBREAD

3 oz. King & Prince® Lobster Sensations® (#004610)	\$1.86
Other Ingredients	\$0.90
Total Food Cost	\$2.76
Suggested Menu Price	\$9.99
Food Cost	28%
Gross Profit	\$7.23

LOBSTER & SEAFOOD BISQUE

2 oz. King & Prince® Lobster Sensations® (#004610)	\$1.24
Other Ingredients	\$0.50
Total Food Cost	\$1.74
Suggested Menu Price	\$7.99
Food Cost	22%
Gross Profit	\$6.25

LOBSTER & SEAFOOD SALAD ROLL

3 oz. King & Prince® Lobster Salad Sensations® (#004510)	\$1.86
Other Ingredients	\$1.50
Total Food Cost	\$3.36
Suggested Menu Price	\$12.99
Food Cost	26%
Gross Profit	\$9.63

LOBSTER & SEAFOOD MINI ROLL IN PHYLLO

6 oz. King & Prince® Lobster Salad Sensations® (#004510)	\$3.72
Other Ingredients	\$0.38
Total Food Cost	\$4.10
Suggested Menu Price	\$12.99
Food Cost	32%
Gross Profit	\$8.90

STRAWBERRY & MANGO SALAD WITH LOBSTER & SEAFOOD SALAD

2 oz. King & Prince® Lobster Salad Sensations® (#004510)	\$1.24
Other Ingredients	\$0.75
Total Food Cost	\$1.99
Suggested Menu Price	\$8.99
Food Cost	22%
Gross Profit	\$7.00

SURF N’ TURF BURGER WITH LOBSTER & SEAFOOD SALAD

3 oz. King & Prince® Lobster Salad Sensations® (#004510)	\$1.86
Other Ingredients	\$1.50
Total Food Cost	\$3.36
Suggested Menu Price	\$13.99
Food Cost	24%
Gross Profit	\$10.63

CRAB & SEAFOOD MAC N’ CHEESE EGG ROLLS

2 oz. King & Prince® Crab Sensations® (#004630)	\$1.24
Other Ingredients	\$0.50
Total Food Cost	\$1.74
Suggested Menu Price	\$7.99
Food Cost	22%
Gross Profit	\$6.25

CRAB & SEAFOOD WATERMELON FETA SALAD

3 oz. King & Prince® Crab Sensations® (#004630)	\$1.86
Other Ingredients	\$0.60
Total Food Cost	\$2.46
Suggested Menu Price	\$8.99
Food Cost	27%
Gross Profit	\$6.53

CRAB & SEAFOOD COCONUT CURRIED RISOTTO

3 oz. King & Prince® Crab Sensations® (#004630)	\$1.86
Other Ingredients	\$1.50
Total Food Cost	\$3.36
Suggested Menu Price	\$14.99
Food Cost	22%
Gross Profit	\$11.63

CAJUN CRAB & SEAFOOD CAKE SANDWICH

3 oz. King & Prince® Crab Sensations® (#004630)	\$1.86
Other Ingredients	\$0.50
Total Food Cost	\$2.36
Suggested Menu Price	\$10.99
Food Cost	21%
Gross Profit	\$8.63

SEAFOOD CEVICHE

3 oz. King & Prince® Seafood Sensations® (#004530)	\$1.14
Other Ingredients	\$0.75
Total Food Cost	\$1.89
Suggested Menu Price	\$7.99
Food Cost	24%
Gross Profit	\$6.10

FRUTTI DI MARE SEAFOOD SALAD

3 oz. King & Prince® Seafood Sensations® (#004530)	\$1.14
Other Ingredients	\$0.60
Total Food Cost	\$1.74
Suggested Menu Price	\$5.99
Food Cost	29%
Gross Profit	\$4.25

NEPTUNE PIZZA WITH CRAB & BAY SHRIMP

3 oz. King & Prince® Seafood Sensations® (#004530)	\$1.14
Other Ingredients	\$2.25
Total Food Cost	\$3.39
Suggested Menu Price	\$15.99
Food Cost	21%
Gross Profit	\$12.60

Sensations®

Nutrition Information



Nutrition Facts	
11 servings per container	
Serving Size	3/4 Cup (3 oz.)
Amount per serving	
Calories	80
% Daily Value*	
Total Fat 0g	1%
Saturated Fat 0g	1%
Trans Fat 0g	
Cholesterol 45mg	16%
Sodium 790mg	34%
Total Carbohydrate 10g	3%
Dietary Fiber < 1g	1%
Total Sugars 3g	
Includes Added Sugars 2g	4%
Protein 10g	
Vitamin D 0mcg	0%
Calcium 140mg	10%
Iron < 1g	2%
Potassium 150mg	4%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



Nutrition Facts	
9 servings per container	
Serving Size	1/2 Cup (3.5 oz.)
Amount per serving	
Calories	130
% Daily Value*	
Total Fat 6g	7%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 50mg	16%
Sodium 990mg	43%
Total Carbohydrate 11g	4%
Dietary Fiber less than 0g	2%
Total Sugars 5g	
Includes Added Sugars 4g	9%
Protein 9g	
Vitamin D 0mcg	0%
Calcium 120mg	10%
Iron 0mg	2%
Potassium 150mg	4%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



Nutrition Facts	
10 servings per container	
Serving Size	3/4 Cup (3 oz.)
Amount per serving	
Calories	120
% Daily Value*	
Total Fat 2.5g	3%
Saturated Fat 0g	2%
Trans Fat 0g	
Cholesterol 25mg	9%
Sodium 560mg	24%
Total Carbohydrate 13g	4%
Dietary Fiber 1g	5%
Total Sugars 2g	
Includes Added Sugars 2g	4%
Protein 10g	
Vitamin D 0mcg	0%
Calcium 110mg	8%
Iron < 0.5g	2%
Potassium 290mg	6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



Nutrition Facts	
10 servings per container	
Serving Size	3/4 Cup (3 oz.)
Amount per serving	
Calories	100
% Daily Value*	
Total Fat 1.5g	2%
Saturated Fat 0g	1%
Trans Fat 0g	
Cholesterol 50mg	16%
Sodium 640mg	28%
Total Carbohydrate 11g	4%
Dietary Fiber 0g	1%
Total Sugars 4g	
Includes Added Sugars 4g	8%
Protein 11g	
Vitamin D 0mcg	0%
Calcium 150mg	10%
Iron < 0.5g	2%
Potassium 150mg	4%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

King & Prince® Sensations® provide operators with delicious, profitable, versatile, and healthy seafood solutions to use in both hot and cold menu applications. Create colorful, popular menu options for every season, all year long.

For the full recipes, and more *fresh ideas* on how Sensations® can create excitement on your menu, email or visit us online.