

KING &
PRINCE[®]
SEAFOOD

Sea. Taste. Enjoy!®

SEAFOOD THAT WORKS

Get ready for seafood that works for you. Check out our recipes for success from operators like you, and ideas from Chef Brett in our own culinary kitchen.

PROVEN IDEAS THAT WORK IN THE REAL WORLD



Some of the most creative and savvy operators we know are our best customers. So we decided to ask them what works.

What seafood dishes bring in customers... and keep them coming back? Turns out there are lots of good options... from comfort foods to international treats. Then we asked our resident Chef Brett Smith, CEC to contribute a few winners from his own experience. There's delicious variety in this list, plus ideas to add your own signature elements. So take advantage of our Lenten specials and put them to work for you.



CRISPY BUTTERFLY SHRIMP BASKET

No surprise here. Shrimp is the most popular seafood item on restaurant menus. And what better time than Lent to create an easy prep LTO featuring the time-tested, crowd-pleasing Mrs. Friday's® Breaded Butterfly Shrimp?



WHERE IT WORKS:

RESTAURANT TYPE: Casual Dining

REGION: Northeast

PRODUCT: Mrs. Friday's® Breaded Butterfly Shrimp (#059036)

FOOD COST
26%

GROSS PROFIT
\$10.33

DRUNKEN FISH N' CHIPS

Don't be accused of selling "mystery fish". Tell them it's cod—a top ten species. Not only that...it's coated with craft beer batter (people love craft beer). Add some house-made slaw and a tangy French accent with Lemon Malt Vinegar Remoulade. They will come.



WHERE IT WORKS:

RESTAURANT TYPE: Bar/Tavern

REGION: Northeast

PRODUCT: Mrs. Friday's® Craft Beer Battered™ Cod (#078602)

FOOD COST
32%

GROSS PROFIT
\$6.76

SPICY CRISPY FISH SANDWICH

Mrs. Friday's® Crispy Southern Flounder fillets offer the perfect size and satisfying crunch for a talk of the town fish sandwich. Add a little spice with chipotle mayo plus some tangy, sweet citrus slaw, and the social media gods will smile on you.

WHERE IT WORKS:

RESTAURANT TYPE: *Fast Casual*

REGION: *West*

PRODUCT: *Mrs. Friday's® Crispy Southern Flounder (#075711)*



FOOD COST
27%

GROSS PROFIT
\$6.58

CREAMY CAJUN LOBSTER ALFREDO

Pasta lovers will think you're a saint after tasting this creamy, lobster-based, flavor-loaded wonder. And with Lobster Sensations®, you can menu this premium guest-pleaser at a food cost you'll worship.



WHERE IT WORKS:

RESTAURANT TYPE: Casual Dining

REGION: Central

PRODUCT: King & Prince® Lobster Sensations® (#004610)

FOOD COST
27%

GROSS PROFIT
\$10.23

LOBSTER TAQUITO

A lobster taquito is a special treat all by itself. And the easiest way to pull it off is blending Lobster Sensations® with some shredded Cheddar Jack. Then make it irresistible with your very own awesome sauce. It adds some nice heat that doesn't get in the way of all the flavors.

WHERE IT WORKS:

RESTAURANT TYPE: QSR

REGION: West

PRODUCT: King & Prince® Lobster Sensations® (#004610)



FOOD COST
28%

GROSS PROFIT
\$7.23

GOLDEN CRAB BITES WITH SIGNATURE "REMI" SEAFOOD DIPPING SAUCE

The Remi were a tribe living in present-day France during the Roman empire. We don't know if they invented remoulade sauce, but it's a lip-smacking companion for our beloved, ever-so-versatile Krabbycakes® Minis. Great for appetizers, add-ons, takeaway, food trucks and more. Don't serve as a group appetizer. They'll fight over them.



WHERE IT WORKS:

RESTAURANT TYPE: Casual Dining

REGION: Southeast

PRODUCT: Mrs. Friday's® Krabbycakes® Minis (#073555)

FOOD COST
33%

GROSS PROFIT
\$8.64

CALAMARI SCAMPANA

Here's another popular item that you can adopt for your own with Mrs. Friday's® Lightly Breaded Ring and Tentacle Calamari, plus an out-of-the-ordinary banana pepper and garlic butter sauce. Your local celebrities will want to be seen with it.

WHERE IT WORKS:

RESTAURANT TYPE: Casual Dining

REGION: Southeast

PRODUCT: Mrs. Friday's® Ring & Tentacle Calamari (#041250)



FOOD COST
31%

GROSS PROFIT
\$11.71

SATAY UDANG (SHRIMP SATAY)

Don't use a wooden skewer for this popular sweet and tangy treat from Singapore. Add flavor and minimize prep with King & Prince® Sugar Cane Skewered Shrimp. Then marinate them with our chef's Satay recipe. For best results, take a photo and put it on Instagram.



FOOD COST
36%

GROSS PROFIT
\$10.86

CHEF BRETT'S TIP:

You can grill, broil or sear these skewers. Try to brush the glaze on near the end of cooking to prevent burning.

PRODUCT: Mrs. Friday's® Sugarcane Skewer Shrimp (#075516)

MAKAI HAWAIIAN SHRIMP TACOS & POLYNESIAN FRUIT SALSA

CHEF BRETT'S TIP:

*Try these tacos using any of our
seafood products.*

Mrs. Friday's® Cracker Jack®
Popcorn Shrimp (#049225)

PRODUCT:

If you're not located on a Hawaiian beach, this is the next best thing. Serve this healthy, tropical fruit salsa with Mrs. Friday's® great-tasting Cracker Jack® Popcorn Shrimp. You can add some fusion fun by serving it on soft taco shells. It's beautiful.



FOOD COST
25%

GROSS PROFIT
\$7.52

CRISPY TAVERN BATTERED® FISH BURRITO BOWL

Bowls are big. So try this colorfully appetizing way to serve a burrito... low-carb with a few extras to build perceived value. It's overrun with flavor. The gluten-free crowd will love it. And it's high in nutrients. Mom will approve.



CHEF BRETT'S TIP:

This bowl is customizable add or omit any ingredients you like... the possibilities are endless!

PRODUCT: Mrs. Friday's® Tavern Battered® Cod (#070053)

FOOD COST
33%
GROSS PROFIT
\$7.98

BIG DIPPERS: POLLOCK CONES WITH TANGY TARTAR SAUCE

CHEF BRETT'S TIP:

Great finger food to serve at any party or event.

Use a decorative cup or vessel if you don't have cones.

PRODUCT: Mrs. Friday's® Oven Ready Pollock (#075414)

From the streets of Italy, here's an idea that's very short on prep and very long on fun. Fish 'n chips in a cone! Serve it from your food truck or takeaway window. Then create spinoffs with our Bite Size Breaded Shrimp, Spicy Buffalo Shrimp, Panko Breaded Scallops, Calamari, etc., etc.

FOOD COST

31%

GROSS PROFIT

\$6.93

CRAB RANGOON PIZZA WITH SWEET THAI CHILI SAUCE

Early last year, Crab Rangoon went viral on TikTok, especially with Gen Z. So why not show your creative flair and go with an alternative version, using pizza crust? It's easy with Crab Sensations®. Add some julienned and fried wonton wraps to keep it authentic.



CHEF BRETT'S TIP:

Don't want to fiddle with the dough?

Use a pre-made flat bread!

PRODUCT: King & Prince® Crab Sensations® (#004630)

FOOD COST
31%

GROSS PROFIT
\$11.74

CONCEPT STATS

REAL WORLD CONCEPTS

MENU READY CONCEPTS

CRISPY BUTTERFLY SHRIMP BASKET

6 Mrs. Friday's® Breaded Butterfly Shrimp (#059036)	\$2.16
Other Ingredients	\$1.50
Total Food Cost	\$3.66
Suggested Menu Price	\$13.99

DRUNKEN FISH N' CHIPS

2 Mrs. Friday's® Craft Beer Battered™ Cod (#078602)	\$2.28
Other Ingredients	\$0.95
Total Food Cost	\$3.23
Suggested Menu Price	\$9.99

SPICY CRISPY FISH SANDWICH

2 Mrs. Friday's® Crispy Southern Flounder (#075711)	\$1.66
Other Ingredients	\$0.75
Total Food Cost	\$2.41
Suggested Menu Price	\$8.99

CREAMY CAJUN LOBSTER ALFREDO

3 oz. King & Prince® Lobster Sensations® (#004610)	\$2.01
Other Ingredients	\$0.75
Total Food Cost	\$3.76
Suggested Menu Price	\$9.99

LOBSTER TAQUITO

3 oz. King & Prince® Lobster Sensations® (#004610)	\$2.01
Other Ingredients	\$0.75
Total Food Cost	\$2.76
Suggested Menu Price	\$9.99

GOLDEN CRAB BITES WITH "REMI" SAUCE

15 Mrs. Friday's® Krabbycakes® Minis (#073555)	\$3.60
Other Ingredients	\$0.75
Total Food Cost	\$4.35
Suggested Menu Price	\$12.99

CALAMARI SCAMPANA

6 oz. Mrs. Friday's® Ring & Tentacle Calamari (#041250)	\$3.78
Other Ingredients	\$1.50
Total Food Cost	\$5.28
Suggested Menu Price	\$16.99

SATAY UDANG (SHRIMP SATAY)

3 Mrs. Friday's® Sugarcane Skewer Shrimp (#075516)	\$5.88
Other Ingredients	\$0.25
Total Food Cost	\$6.13
Suggested Menu Price	\$16.99

MAKAI HAWAIIAN SHRIMP TACOS & POLYNESIAN FRUIT SALSA

18 Mrs. Friday's® Cracker Jack® Popcorn Shrimp (#049225)	\$0.72
Other Ingredients	\$1.75
Total Food Cost	\$2.47
Suggested Menu Price	\$9.99

CRISPY TAVERN BATTERED FISH BURRITO BOWL

2 Mrs. Friday's® Tavern Battered® Cod (#070053)	\$2.76
Other Ingredients	\$1.25
Total Food Cost	\$4.01
Suggested Menu Price	\$11.99

POLLOCK CONES WITH TANGY TARTAR SAUCE

1 Mrs. Friday's® Oven Ready Pollock (#075414)	\$2.56
Other Ingredients	\$0.50
Total Food Cost	\$3.06
Suggested Menu Price	\$9.99

CRAB RANGOON PIZZA WITH CHILI SAUCE

6 oz. King & Prince® Crab Sensations® (#004630)	\$4.50
Other Ingredients	\$0.75
Total Food Cost	\$5.25
Suggested Menu Price	\$16.99



Tag @kpseafood on your
"Oh So Grammable" LTOs!

MENU SEAFOOD THAT WORKS FOR YOU

When it comes to seafood that really works, King & Prince Seafood® has all the seafood options you need to create new guest favorites for your menu – just like it works right now for operators around the country.

Our seafood solutions are always easy prep, consistent quality, and delicious.

Call King & Prince Seafood® at **800.632.5464** or email **marketing@kpseafood.com** for ideas on how to put seafood to work for you.

For the full recipes and expert culinary tips, visit **kpseafood.com**. [f](#) [t](#) [in](#) [p](#) [@](#)