

SENSATIONS®

MENU

REMIX

**MENU CLASSICS +
SENSATIONS® SEAFOOD =
A FRESH REMIX**



SENSATIONS®

MENU REMIX



Try these recipes as is...
or let them inspire
your own **menu remix**.

REMIX A FEW CLASSICS AND RECHARGE YOUR BUSINESS

Creative musicians and their producers often “remix” a song (change instruments and background effects) to expand its appeal and attract new groups of listeners. **Creative chefs and restaurant operators can do the same with a menu remix.** Add a few choices that replace the familiar with something new and delicious.

Today, your creative skills are essential to overcome both the typical and the unimagined challenges facing operators. Pricing, supply, and availability issues can get in the way of your efforts to satisfy today’s guests.

We put our creative culinary pros to work thinking about ways our much-loved line of Sensations® can help you outwit today’s gremlins.





LOBSTER

PHO

There’s noodle soup and then there’s Pho. A Vietnamese favorite that redefines the term “comfort food”. Often served with whole lobster, it’s a slam dunk to grace it with Lobster Sensations®. Both you and your guests will feel good.

23%
of consumers
have tried pho*

*Source: Datassential, 2023



3 oz. King & Prince® Lobster Sensations (#004610)	\$2.01
Other Ingredients	\$1.00
Total Food Cost	\$3.01
Suggested Menu Price	\$11.99

FOOD COST
25%

GROSS PROFIT
\$8.98

LOBSTER

LOADED HASH
BROWN WAFFLE

Direct from seafood lovers’ paradise, this waffle will make you famous. Mix Lobster Sensations® with eggs, dairy and hash browns, and your waffle iron will jump for joy.



3 oz. King & Prince® Lobster Sensations (#004610)	\$2.01
Other Ingredients	\$0.95
Total Food Cost	\$2.96
Suggested Menu Price	\$9.99

FOOD COST
30%

GROSS PROFIT
\$7.03

CREAMY LOBSTER

BIANCO PIZZA

This is more of an add-on than a remix, but no diner will complain. Derived from a Roman favorite, this pizza bianco starring Lobster Sensations® will light up their taste buds like a Roman candle.

Pizza is ordered for dinner (carryout or delivery)

62% of the time*

*Source: Datassential, 2023

5 oz. King & Prince® Lobster Sensations (#004610)	\$3.35
Other Ingredients	\$1.25
Total Food Cost	\$4.60
Suggested Menu Price	\$16.99

FOOD COST 27%

GROSS PROFIT \$12.39

SPICY LOBSTER PIATZA

6 oz. King & Prince® Lobster Salad Sensations (#004510)	\$3.96
Other Ingredients	\$1.00
Total Food Cost	\$4.96
Suggested Menu Price	\$15.99

Take a fresh look at folded pizza by adding a much-coveted, premium seafood. Prep is easy and food cost is low with Lobster Salad Sensations®. What's not to like?

FOOD COST 31%

GROSS PROFIT \$11.03

LOBSTER

CRUNCH WRAP SUPREME

As they say in Hollywood, “that’s a delicious wrap”. But not without Lobster Salad Sensations® in the lead role.



4 oz. King & Prince® Lobster Salad Sensations (#004510)	\$2.64
Other Ingredients	\$0.75
Total Food Cost	\$3.39
Suggested Menu Price	\$11.99

FOOD COST

28%

GROSS PROFIT

\$8.60

JUMBO CRAB

GRUYÈRE CHEESEBURGER

Create a créole-influenced burger with Jumbo Crab Sensations®, a slice of gruyère plus heirloom tomatoes, and they’ll vote you into the Rockin’ Burger Hall of Fame. We’ll help with the acceptance speech.



4 oz. King & Prince® Crab Sensations (#004630)	\$3.00
Other Ingredients	\$0.75
Total Food Cost	\$3.75
Suggested Menu Price	\$14.99

FOOD COST

25%

GROSS PROFIT

\$11.24

Seafood/Fish burgers are on

38%

of menus*

*Source: Datassential, 2023

STAND OUT

THE CHAIN BURGER CONSUMER:

55% 31%

Male* Millenial*

*Source: Datassential, 2023

GREEN CHILE
CRAB & SHRIMP
ENCHILADAS

Throw them a Mexican change-up with seafood enchiladas. Everyone loves crab and shrimp, so it's an easy sell. And prep is painless with Jumbo Crab Sensations®. Serve it on Cinco de AnyMonth.



4 oz. King & Prince® Crab Sensations (#004630)	\$3.00
Other Ingredients	\$0.75
Total Food Cost	\$3.75
Suggested Menu Price	\$14.99



JUMBO CRAB
QUESADILLA
BENEDICT

Here's a fusion remix that's sure to create some buzz. Try Jumbo Crab Sensations® inside a tortilla covered with a poached egg. Serve it at brunch only if you have space to expand.



3 oz. King & Prince® Crab Sensations (#004630)	\$2.25
Other Ingredients	\$1.25
Total Food Cost	\$3.50
Suggested Menu Price	\$11.99



KOREAN KIMCHI

SEAFOOD

PANCAKES

No pancake ever offered this much flavor. Pair Seafood Sensations® with a Korean favorite and beaten eggs. Give it a unique name reflecting its Asian heritage, and it's yours forever.



3 oz. King & Prince® Seafood Sensations® (#004530)	\$1.35
Other Ingredients	\$1.25
Total Food Cost	\$2.60
Suggested Menu Price	\$8.99

FOOD COST

29%

GROSS PROFIT

\$6.39

WHITE BEAN &

SEAFOOD

CHILI

Go with this creation next time you're in a chili cookoff. Or whenever you need a meat-free winner. When they call you a remix artist, it's OK if you don't mention Seafood Sensations®.



3 oz. King & Prince® Seafood Sensations® (#004530)	\$1.35
Other Ingredients	\$0.75
Total Food Cost	\$2.10
Suggested Menu Price	\$6.99

FOOD COST

30%

GROSS PROFIT

\$4.89

Add this remix to your sandwich menu and you might have to drop all the other sandwiches. OK, maybe not. But they’re gonna love Seafood Sensations® “meatballs”.

SEAFOOD

MEATBALL

PARMESAN SANDWICH



3 oz. King & Prince® Seafood Sensations® (#004530)	\$1.35
Other Ingredients	\$1.25
Total Food Cost	\$2.60
Suggested Menu Price	\$9.99

FOOD COST
26%

GROSS PROFIT
\$7.39

KICKIN’

SEAFOOD

BRUNSWICK STEW

Must be a million recipes for Brunswick Stew. This one, featuring our Seafood Sensations®, will prove you’re a culinary virtuoso. And get you an invite to the Brunswick Stewbilee.



3 oz. King & Prince® Seafood Sensations® (#004530)	\$1.35
Other Ingredients	\$1.25
Total Food Cost	\$2.60
Suggested Menu Price	\$8.99

FOOD COST
29%

GROSS PROFIT
\$6.39



**AFFORDABLE
SEAFOOD**

**HIGHER
MARGINS**

For full recipes & more creative ideas on how
Sensations® can help **REMIX** your **MENU**,
email or visit us online.

marketing@kpseafood.com
kpseafood.com     

**VERSATILE
FOR ALL DAYPARTS**

**QUICK EASY
PREP**