

LET'S
MAKE
SOMETHING
GREAT
TOGETHER.™



TREND
FEAST™

FEED YOUR BUSINESS

Trends and Products for Latin-Influenced Dishes


Simplot

Para obtener una versión de esta guía en español,
visite www.simplotfoods.com/LatinInspiration

Latin-Inspired Bowls



Bowls have been trending for years. As interest in Latin flavors surges, combining these two trends makes good sense. Redesigning dishes into distinct layers of ingredients creates attractive presentations that satisfy patrons and travel well for takeout and delivery.

Bowls have grown over the past four years by **20%** and are now on **35.7%** of all U.S. restaurant menus.¹

Their growth is predicted to outperform **98%** of all other foods, beverage, and ingredients over the next four years.¹

¹ Datassential MenuTrends™, 2020



FROM THE CHEF

“Grains and protein serve as the base of most bowls, but vegetables, sauces and toppings are what make them special. Choose yours carefully to create one-of-a-kind flavors that customers crave.”



From base grains to colorful toppings, Simplot offers multiple products to make your bowls craveable and easy to prepare.



Mentions of Mexican bowls increased 61.8%, breakfast bowls rose 21.5%, smoothie bowls grew 15.0% and beef bowls rose 5.0%. These bowls span dayparts and feature both sweet and savory flavors.²

² Technomic, Ignite, Q3 2019 - Q3 2020

The Pros & Cons of Personalization



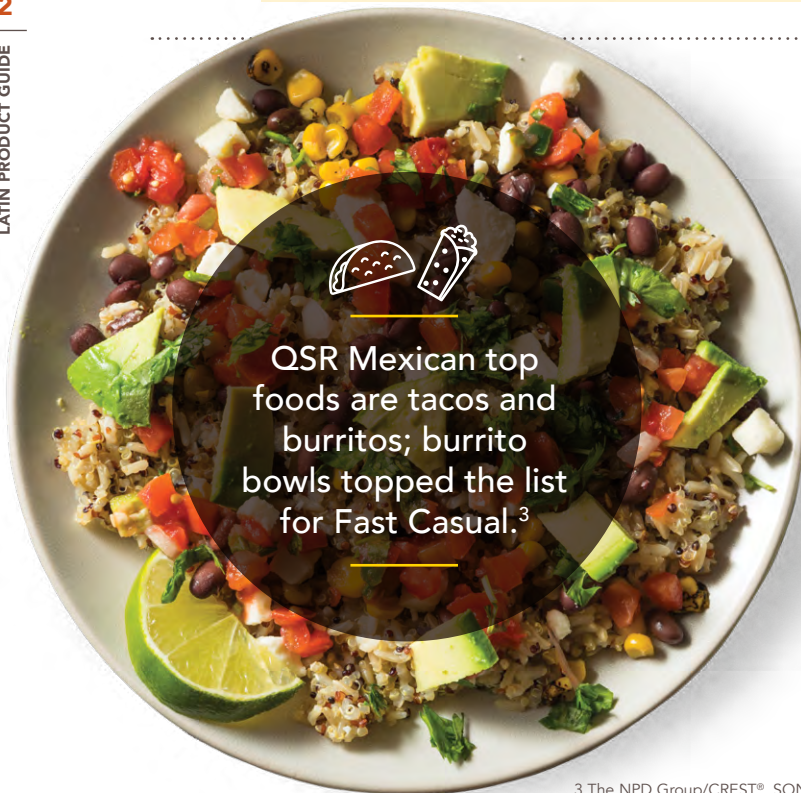
PROS:

The ability to personalize food items (especially bowls) is very popular among millennials and Gen Z patrons. Allowing them to “build their own” bowls can be a great draw.



CONS:

Some operators may find it more efficient (faster prep and shorter lines) to create well-crafted bowls using their own recipes instead of letting customers customize their own.



QSR Mexican top foods are tacos and burritos; burrito bowls topped the list for Fast Casual.³

³ The NPD Group/CREST®, SON'20



MICHAEL ZELLER
Corporate Executive Chef,
Simplot—Western Zone



Grilled Garlic Chili Shrimp with Cilantro Lime Rice

FEATURED PRODUCTS



» Simplot Good Grains™ Cilantro Lime Rice & Fire-Roasted Corn Fiesta

» Avocado Dices



Stuffed Plantain Bowl

FEATURED PRODUCTS



» Avocado Slices

» Simplot Good Grains™ Cilantro Lime Rice & Fire-Roasted Corn Fiesta



Cilantro Lime Beef Taco Bowl



FEATURED PRODUCTS

» Simplot RoastWorks® Ready-to-Eat Flame-Roasted Pineapple & Pepper Blend



Plant-Based Latin Plates



With the growing interest in health-conscious eating, it's not just vegans and vegetarians seeking out plant-based fare. Mainstream consumers are enjoying plant-based cuisine more than ever.

In the U.S., plant-based menu items have grown over the past four years by **3299%** and **118%** over the last year. The growth rate is predicted to outperform 100% of all other food, beverage, and ingredients over the next four years.¹

¹ Datassential MenuTrends™, 2020



Seasoned rice is great for plant-based menu items and is the most popular food/beverage item at Casual Dining Mexican restaurants. It's included in almost 1/3 of all orders.²

² The NPD Group/CREST®, SON'20



Offering plant-based choices is a great way to broaden your customer base, helping you appeal to vegans, vegetarians, flexitarians (those increasing their intake of plant-based foods without eliminating meat), as well as environmentally-minded and health-conscious consumers.

Simplex's new Good Grains™ Cilantro Lime Rice & Fire Roasted Corn Fiesta is a versatile plant-based option that greatly reduces your labor and waste.



FROM THE CHEF

"Don't miss out on this trend. You can make delicious plant-based dishes using things like roasted fruits and vegetables, and avocado products—and still give them the Latin flavors they love."



ROBERTO ROMAN
Corporate Executive Chef,
Simplex—Central Zone





All Day Torta of Eggs, Chorizo and Redskin Potatoes

FEATURED PRODUCTS



» **Simplot RoastWorks® Roasted Sweet Potatoes**

» **Avocado Dices**



Vegan Cilantro Lime Rice Burrito

FEATURED PRODUCTS



» **Simplot RoastWorks® Roasted Redskin Potatoes & Jalapeño Blend**

» **Chunky Avocado Pulp**



Roasted Sweet Potato Tacos



FEATURED PRODUCTS

» **Simplot Good Grains™ Cilantro Lime Rice & Fire-Roasted Corn Fiesta**

» **Avocado Dices**



See these recipes and more at simplotfoods.com/LatinInspiration

RoastWorks® Flame-Roasted
Pineapple & Pepper Blend

Latin Flavors at Home

Meal kits are continuing to trend for 2021. Nearly half of consumers (**43%**) feel that restaurants should offer more family-sized meal bundles as a delivery option.¹

¹ Technomic, Inc., Takeout & Off-Premise Consumer Trend Report, 2018

THE TOP 10 most popular items according to Uber Eats 2020 Cravings Report included tacos, French fries, and burritos.



FROM THE CHEF

“You don’t need to be a Latin-style restaurant to have these items on your menu. Give your customers what they are craving with innovative tacos and burritos that incorporate your pantry ingredients and stay true to your menu.”



DIANNA FRICKE
CWPC, CRC

Director of Culinary and Corporate
Executive Chef, Simplot



Frozen fries
packed for
home prep



Street Taco Meal Kit

FEATURED PRODUCTS



- » **Simplet RoastWorks® Flame-Roasted Corn and Black Bean Fiesta Blend**
- » **Simplet Good Grains™ Cilantro Lime Rice & Fire-Roasted Corn Fiesta**



Salsa Verde Enchiladas Take Home Kit

FEATURED PRODUCTS



- » **Simplet RoastWorks® Ready-to-Eat Flame-Roasted Pepper & Onion Blend**
- » **Simplet Conquest® Delivery+™ Clear Coated Tin Roof Fries**
- » **Western Guacamole**



Southwestern Taco Lasagna Bake

FEATURED PRODUCTS

- » **Simplet RoastWorks® Flame-Roasted Corn and Black Bean Fiesta Blend**
- » **Western Guacamole**



Complementing Fresh with Frozen



It's more important than ever to watch your costs while still providing high-quality food. Once you factor-in labor and trim loss, frozen products are often less expensive pound for pound.



Frozen foods were the #1 item operators were stocking up on in June 2020 to take advantage of their longer shelf life and avoid food waste.¹

¹ Datassential, June 2020



Everyone loves fries. They're a low food cost item with endless opportunities to add value with ingredients that command high margins.



On average, **40%** of fresh produce ends up in the trash after peeling, seeding and shucking.²

² <https://foodprint.org/blog/zero-waste-cooking/>

+81%

Fry servings at delivery are up **+81% versus 2018.**³



³ The NPD Group/CREST®, April 2020




FROM THE CHEF

"Consider substituting labor-intensive fresh items with high quality, prepared products. Pre-roasted vegetables as well as avocado pulp, guacamole and avocado dices are all great choices, especially with the price volatility of whole avocado fruit."



MICHAEL THRASH
CEC, CCA, WCEC, PCII, ACE
Corporate Executive Chef,
Simplot




 Roasted Fuji Apple Taquitos

FEATURED PRODUCTS



- » **Simplot RoastWorks® Flame-Roasted Corn & Jalapeño Blend**
- » **Simplot SIDEWINDERS™ Fries Conquest® brand batter Original Cut Clear Coated SIDEWINDERS™ Fries**



 Pineapple Mahi Fish Cakes

FEATURED PRODUCTS



Simplot RoastWorks® Ready-to-Eat Flame-Roasted Fuji Apples

 SIDEWINDERS™ Fries Loaded Chicken Nachos



FEATURED PRODUCTS

- » **Avocado Slices**
- » **Simplot RoastWorks® Ready-to-Eat Flame-Roasted Pineapple & Pepper Blend**



The Smarter Way to Serve Avocado



Avocado is a Latin mainstay, adding pricing power and a healthy halo to a host of dishes. But whole avocados can hit your wallet hard, with wild price variations, extensive prep, ripeness issues, and a yield of 50% or less. With prepared avocado products, you get all of the flavor of whole avocado without the headaches.

It's fresh Hass avocado, just faster.



Avocado Pulp

Great as a quick base for your avocado dips, smoothies and toppings.



Chunky Avocado Pulp

Chunkier texture provides a more scratch-made appearance for guacamole and toppings.



Cut Fruit

These halves, slices and dices are ideal as a toppings on entrées, salads, nachos and much more.



Guacamole

Available in many delicious flavor profiles for your dips and toppings.



Single-serving Cups

The perfect guacamole for takeout, delivery and grab-n-go customers.



Individually Wrapped Halves

Easy portioning with the flexibility to be mashed into guacamole or cut into slices and dices.



Fresh or Frozen?

Most of these products are available fresh or frozen for operational flexibility in terms of storage and shelf life.



34% of consumers who purchase appetizers or entrées as snacks would order chips and guacamole.¹

¹ Technomic Inc., Snacking CTR, 2020



Since August 2020, avocado chunks and nuggets sales are up double digits (averaging around **+36%** vs. YA). Independent (1-2 unit). Casual Dining operators drove growth.²



For Guacamole, Independents (1-2 units) and Micro Chains (3-19 units) have shown the most improvement in growth, up from April to October 2020 **+40.9** pts, and **+54.4** pts respectively.²

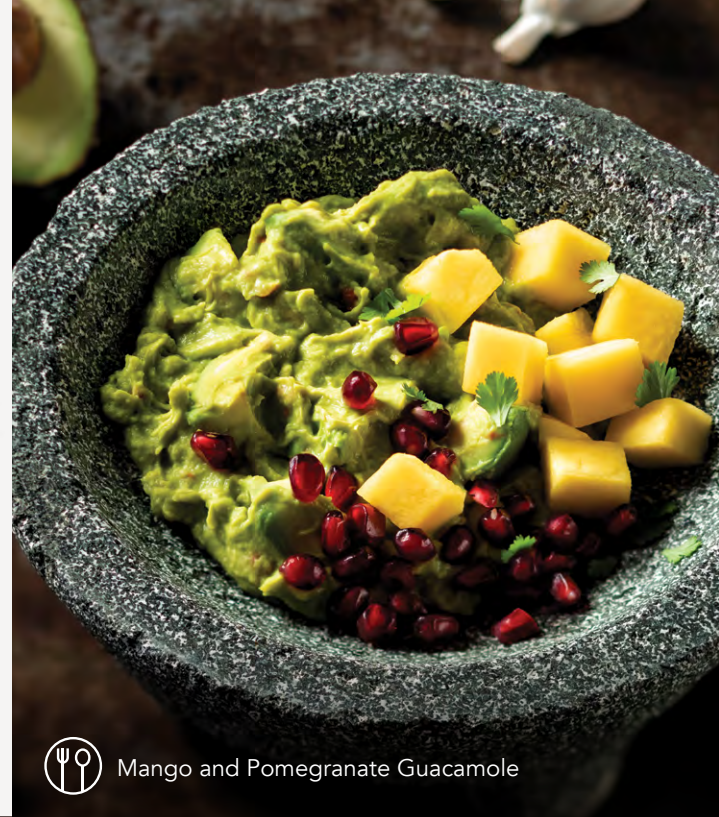
² The NPD Group/Supplytrack® Oct'20




 Avocado Margarita

FEATURED PRODUCTS

» Western Guacamole



 Mango and Pomegranate Guacamole

FEATURED PRODUCTS



» Avocado Pulp



 Fish Tacos

FEATURED PRODUCTS

» Chunky Avocado Pulp

» Simplot Simple Goodness™
Mango Cubes



Latin Favorites

SKU PRODUCT DESCRIPTION PACK SIZE

SIMPLOT GOOD GRAINS™

10071179048589 Cilantro Lime Rice & Fire-Roasted Corn Fiesta 6/2.5lb
 10071179012948 Exotic Grains & Fire-Roasted Vegetable Blend 6/2.5lb


SIMPLOT SIMPLE GOODNESS™ FRUIT

10071179035084 Mango Cubes 2/5lb
 10071179199281 Sliced Strawberries with Sugar 6/6.5lb

SIMPLOT FRIES

10071179049760 SeasonedCRISP® Delivery+™ Savory Battered Lattice Cut, Skin On 6/4.5lb
 10071179029182 SIDEWINDERS™ Fries Bent Arm Ale® brand Craft Beer Batter® Original Cut Beer-batter flavored SIDEWINDERS™ Fries, Skin On 6/4lb
 10071179032168 SIDEWINDERS™ Fries Conquest® brand batter Original Cut Clear Coated SIDEWINDERS™ Fries 6/4lb
 10071179046011 SIDEWINDERS™ Fries Conquest® brand batter Junior Cut Clear Coated SIDEWINDERS™ Fries 6/4.5lb

SIMPLOT ROASTWORKS®

10071179677789 Flame-Roasted Cob Corn bulk case with liner
 10071179777762 Flame-Roasted Corn & Black Bean Fiesta Blend 6/2.5lb
 10071179034841 Flame-Roasted Corn & Jalapeño Blend 6/2.5lb
 10071179790662 Flame-Roasted Sweet Corn & Pepper Blend 6/2.5lb
 10071179048831 Roasted Redskin Potatoes & Jalapeño Blend 6/2.5lb
 10071179027058 Roasted Sweet Potatoes 6/2.5lb
 10071179777779 Ready-to-Eat Flame-Roasted Fuji Apples 6/2.5lb Available Now
 10071179677796 Ready-to-Eat Flame-Roasted Pepper & Onion Blend 6/2.5lb Available Mid-March
 10071179034971 Ready-to-Eat Flame-Roasted Pineapple & Pepper Blend 6/2.5lb Available Now
 10071179790990 Ready-to-Eat Flame-Roasted Simply Sweet® Cut Corn 1/20lb Available Now
 10071179048237  Ready-to-Eat Flame-Roasted Simply Sweet® Cut Corn 6/2.5lb Available Now

NEW! Ready-to-Eat (RTE) Products

Simplot's RTE vegetable production has set a new industry standard, with extended refrigerated shelf life and the food safety you need to protect your patrons and your brand. All of our RTE products are processed in our High Care Processing Environment with dedicated cleanrooms, meticulous hygiene protocols and rigorous, post-production pathogen testing.




 Pineapple Tacos Al Pastor featuring Simplot RoastWorks® Ready-to-Eat Flame-Roasted Pineapple & Pepper Blend

 Simplot SeasonedCRISP® Delivery+™ Savory Battered Lattice Cut, Skin On



 **SCAN ME**
FOR PRODUCT INFORMATION, RECIPES AND TIPS.



 Strawberry Hard Lemonade featuring Simplot Simple Goodness™ Fruit Mango Cubes and Sliced Strawberries with Sugar

