Food Mashups & Instagrammable Foods
Creative Ideas to Grow Participation

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Affiliation or Financial Disclosure

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What is food fusion?
Fusion *noun*: A technique … used by chefs in order to expand their culinary repertoire and afford them a dish which is truly unique and distinct from those offered by their peers.
Top Ramen Breakfast Burritos
Mac & Cheese Quesadillas
Potato Chip Chicken Nuggets
Gen Z: Core Characteristics
Prioritize Experiences
How does that relate to their food preferences?
Diversity
How does that relate to their food preferences?
The Phone Is The New Fork
How does that relate to their food preferences?
1. Prioritize Food Experiences
2. Diverse & Creative Palates
3. Phones take the first bite
What do these restaurants have in common?

Diversity? Experience? Technology?
CURRY UP NOW

INDIAN STREET FOOD
EAGLE MOUNTAIN
SAGINAW ISD
Fostering a Culture of Excellence
District Demographics & Stats

- Located in far north Fort Worth, Texas
- Free & Reduced: 47%
- 28 Locations
  - 3 High Schools, 5 Middle Schools, 15 Elementary Schools
  - 3 Bistro Locations in the High Schools
  - 1 Alternate Learning Center
  - 1 Pre-K & Employee Daycare
Demographics-Fall 2018

- 20,054 students
- African American 11.62%
- American Indian 0.24%
- Asian 4.31%
- Hispanic 40.05%
- Pacific Islander 0.20%
- White 38.45%
Meals Served

- 2018-2019: 2,270,134 reimbursable meals
- 2017-2018: 2,100,669 reimbursable meals (*enrollment declined)
- 2016-2017: 2,225,101 reimbursable meals
- 2015-2016: 2,194,310 reimbursable meals
- 2014-2015: 2,077,897 reimbursable meals

- Participation Increase: 9.3%  Enrollment increase: 7.4%
- A La Carte increase: 12%

- ADP
Loser Items for EMS ISD:

- Ham & Cheese Panini
- Chicken Pot Pie
- Meatloaf
- Salisbury Steak
- Ravioli
- Chopped BBQ Sandwich
- Beef Tips & Rice
- Spaghetti & Meat Sauce
EMS ISD Fusion Foods

- Buffalo Chicken Taco
- Garlic Bread Grilled Cheese
- Asian Po’ Boy
- Cheeseburger Pizza
- Mac N’ Cheese Tacos
- Nacho Fries
- Pepperoni Chicken Parmesan
- Buffalo Mac N’ Cheese
- Asian Chicken Tacos
- Banh Mi Hot Dog

- Banh Mi Tacos
- Chicken Gyros Tacos
- Hawaiian Teriyaki Burger
- Italian Nachos
- Taco Lasagna
- Spaghetti Tacos
- Asian Spaghetti
- Cincinnati Chili
- Chicken and Waffles
Elementary School Data

- 4 entrees offered daily
- Paired against popular main entrée
  - Popcorn chicken, chicken nugget, nachos, pizza, corn dogs, steak fingers
- Choice of Fusion Food ranged from 8% to 47% of entrees served
  - Mac and Cheese Tacos (8%)
  - Garlic Bread Grilled Cheese (22%)
  - Nacho Fries (31%)
  - Cheeseburger Pizza (47%)
High School Data

• 6 entrees offered daily

• Paired against popular main entrée
  • Drumstick, Fiesta Bowl, pizza, mashed potato bowl, drumstick, chicken fried steak, corn dog, General Tso Chicken & Rice

• Choice of Fusion Food ranged from 5% to 51% of entrees served
  • Asian Po’ Boy (5%)
  • Garlic Bread Grilled Cheese (25%)
  • Nacho Fries (37%)
  • Cheeseburger Pizza (51%)
  • Honorable Mention: Pepperoni Chicken Parmesan (20%)
Middle School Data

- 4 entrees offered daily
- Most consistent acceptance
- Paired against popular main entrée
  - Popcorn chicken, chicken drumstick, pizza, nachos, chicken fried steak
- Choice of Fusion Food ranged from 24% to 52% of entrees served
  - Buffalo Mac N’ Cheese (24%)
  - Garlic Bread Grilled Cheese (46%)
  - Pepperoni Chicken Parmesan (47%)
  - Nacho Fries (52%)
Famous Fusion Foods

- **Spaghetti Tacos:**
  - More than 20,000 servings since 2016-2017 school year
  - Averages 35% of entrees chosen when featured on MS menu
  - Averages 14% of entrees chosen when featured on HS menu

- **Asian Spaghetti:**
  - Averages 14% of entrees chosen when featured on HS menu

- **Chicken & Waffles:**
  - Number one choice over pizza (60%) at MS
  - 30% of entrees chosen at HS
Other Instagrammable Foods

• Pho Bar
• Burrito Bowl
• Mashed Potato Bowl
• Sweet Thai Chili Chicken
• Street Foods & Fusion Bistro Items
  • Elote Sell for $1.25 Estimated Annual Profit: $1,025
  • Street Tacos Sell for $2.50 Estimated Annual Profit: $13,025
  • Buffalo Quesadilla Sell for $2.35 Estimated Annual Profit: $10,110
EMS ISD Success Story

- Improve quality of food and Re-invest in students!
- Addition of higher cost, higher acceptance fresh fruits
- Addition of higher cost, local items
- Made with Whole Muscle Chicken
- Addition of condiments to improve student acceptance (ex: hot sauces, spice stations, lemon-lime seasoning for fruit/veggies)
Re-investment in Students
Method to the Madness

1. Research Ideas
2. Select Base, Protein, Flavors/Flavor Profile
3. Create Recipe
4. Test Recipe
5. Tweak Recipe
6. Test Recipe Again
7. Take Photo of Finished Product & Verify Serving Size
8. Marketing Materials Developed & Shared (Template for Flyers)
Tips and Tricks!

• Know your ingredients, know your menu, know your cooking methods available, know your staff...know a little restraint
• Research, research, research
• Pick an existing dish and jazz it up!
• Parent perception: Parents aren’t part of Gen Z, not as accepting
## Recipe for Creating Popular Fusion Foods (besides looking online)

<table>
<thead>
<tr>
<th>Select a base</th>
<th>Select a Protein</th>
<th>Add in Flavors, Spices, &amp; Seasonings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tortilla</td>
<td>Shredded Chicken</td>
<td>Italian Flavors</td>
</tr>
<tr>
<td>Taco</td>
<td>Popcorn Chicken</td>
<td>Indian Flavors</td>
</tr>
<tr>
<td>Pizza Crust</td>
<td>Grilled Chicken</td>
<td>Asian Flavors</td>
</tr>
<tr>
<td>Hamburger Bun</td>
<td>Chicken Tenders</td>
<td>Greek Flavors</td>
</tr>
<tr>
<td>Rice</td>
<td>Ground Beef</td>
<td>Mexican Flavors</td>
</tr>
<tr>
<td>Noodles</td>
<td>Sliced Beef</td>
<td>Korean Flavors</td>
</tr>
<tr>
<td>Hot Dog Bun</td>
<td>Meatballs</td>
<td>Caribbean Flavors</td>
</tr>
<tr>
<td>Bread</td>
<td>Tofu</td>
<td>Soul Food Flavors</td>
</tr>
<tr>
<td>Chips</td>
<td>Fish</td>
<td>California Style (i.e. fresh-mex)</td>
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<tr>
<td></td>
<td>Cheese</td>
<td>Midwest Style (comfort foods)</td>
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<tr>
<td></td>
<td>Beans</td>
<td>Southern Style (BBQ/Tex-Mex)</td>
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<tr>
<td></td>
<td></td>
<td>Add Heat</td>
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<tr>
<td></td>
<td></td>
<td>Add Spice</td>
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