Scratch Recipes & Menu Ideas to Increase Participation

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Affiliation or Financial Disclosure

- Chef Mike Yip
  - Union Public School District

- Chef Candyse Walker-Murray
  - Union Public School District
OBSTACLES...

- Who is your target market?
- Is this menu option trending? Will your market want to buy it?
- How can you make it and still follow regulations & maintain your price points (use commodities if possible)?
- What menu options are feasible with labor/equipment available?
- Is the item versatile? How many ways can you use this recipe's ingredients or techniques in other applications?
Trends and Targets

- **Incorporate global elements** - It’s cool to try new things! Balance the new and old with sauces, side dishes & second options.

  “65% of millennials enjoy trying different foods and 44% would like restaurants to offer more ethnic foods and beverages” — Technomic’s Generational report

- **Offer unique toppings and customizable options** - We like to be in control of our food. Provide flexible options for all palates & diets.

  “83% say that having a wide variety of options to choose from is important”

  — Technomic’s 2019 Global Consumer KPI Stats report

- **Call out healthy, real ingredients. More plant based options** - Your customer wants to feel good about making healthy choices!

  “57% of consumers said they look for natural ingredients, 38% said they look for items labeled healthy, and 31% look for organic ingredients.” — Technomic’s 2018 Healthy Eating Report
Bottom line…

Your customer wants to try

~NEW~

~EXCITING~

~FRESH~

menu items!
South of the Border...
Mediterranean & Plant Based
Asian Flair
Create Your Own Masterpiece!

Spicy Ketchup

Jalapeno Ketchup

Pesto Ranch Sauce

Campfire Sauce

Chipotle Ranch Sauce

Union House Sauce

Smoke & Pepper Ketchup

Roasted Garlic Ranch Sauce
Is it possible to make changes and not cost more money?

YES. 

VERY YES.
South of the Border...

- Black Beans
- Pinto Beans
- Corn
- Diced Tomatoes
- Brown Rice
- Whole Grain Tortillas
- Beef Crumbles
- Diced Chicken
- Fajita Chicken Strips
- Pulled Pork
Mediterranean/Plant Based & Asian Flair

- Garbanzo Beans/Chick Peas
- Spaghetti Sauce
- Tomato Sauce
- Diced Tomatoes
- Brown Rice
- Yogurt
- Pulled Chicken
- Whole Grain Flatbread (processed commodity)
- Peaches
- Pineapple
EQUIPMENT, LABOR, VERSATILITY?

NO WOK... NO WORRIES!

Use a larger hotel pan to sauté items quickly in large quantities!
KEY TO SUCCESS...

PREP AHEAD!!!
THE EASY LIFE....
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