

# THE FLAVOR IS KEE

UNLOCKING MENU POTENTIAL

## A LOOK AT WHAT'S KEE FOR 2023

The turning of the calendar traditionally brings an opportunity to take an assessment—not only of the year that's passed, but also of what lies ahead in the next. When you apply this to food trends, it means starting with what has already been moving the needle and discovering how to evolve it with something exciting and new.

In this spirit, we've identified three prevailing trends that hold unlimited potential on your menu in 2023.

### LET'S START WITH SOME UNIVERSAL TRUTHS:



**Global flavors** always hold a world of possibility on menus



What consumers really crave is an **experience** to remember



Including a **touch of familiarity** with new dishes to encourage exploration



Above all else, **flavor reigns supreme**



Read on for our picks on the top trends for 2023 and learn how you can partner with Lee Kum Kee to incorporate them onto your menu with craveable dishes.



## COMPLEX HEAT

Today, consumers are seeking out food that isn't just spicy, but complexly so, from a wide range of different international cuisines. They're digging deeper into specific regional pepper varieties, exploring their underlying flavor profiles and how they pair with other flavors and ingredients, far beyond numbers on the Scoville scale. Fueled by curiosity and the desire for novelty and adventure, consumers look to complex heat to give them an authentic experience, something they're longing for.

“DATA SHOWS THAT THE COMPLEX HEAT TREND IS BEING DRIVEN BY CONSUMERS' GROWING INTEREST IN INTERNATIONAL FLAVORS.”

LEE KUM KEE INSIGHT

Consumer interest in complex heat grew by **20.5% in the 12 months** ending in July 2022.<sup>2</sup>



### FEATURED LEE KUM KEE PRODUCT

**SICHUAN PEPPERCORN CHILI OIL:** A staple of the cuisine of the Sichuan province in Southwest China. Made with selected peppercorn oil, soybean oil and chili peppers, this product is perfect for creating complex heat known as Mala—a spicy and numbing sensation that is sure to thrill heat lovers. [View Product](#)

### TREND IN ACTION

**SICHUAN POPCORN CHICKEN:** Sichuan Peppercorn Chili Oil takes crispy popcorn chicken to the next level. The chili oil adds bold color and the Sichuan peppercorns create a hot and numbing sensation to stimulate the senses.



## STREET FOOD

While food trucks may have once been considered a novelty, they are now firmly parked in the foodservice landscape and more popular than ever. If you're wanting to offer some of the bold flavors street food is known for, endless delicious avenues abound. From burritos and bánh mì to elotes and poutine, street food says “go ahead, explore” like nothing else.

### HUNTING DOWN THE NEXT BIG TREND, ON-THE-GO

According to **thefoodpeople**, a team of trend analysts, Japanese and Korean cultures are making a big impact, and savvy chefs are delivering creative mashups of both, mixing sweet with spicy and everything else. The latest K-craze includes **fried chicken** and **Korean corn dogs**; both are affordable, easy to eat on the move, and ripe for **flavorful dipping sauces**.

LEE KUM KEE INSIGHT

**49%**

of U.S. consumers are interested in **global street foods**.<sup>3</sup>



### FEATURED LEE KUM KEE PRODUCT

**SRIRACHA MAYO:** Made with a delicious combination of two favorite condiments, this product makes a great sauce for street food marinades, sandwiches, wraps and more. [View Product](#)



### TREND IN ACTION

**KOREAN-STYLE POTATO CORN DOGS**, which are batter dipped, coated in potato cubes, then deep fried to an irresistible crunchiness, are even more delicious when dipped in **Lee Kum Kee Sriracha Mayo**.





## NEWSTALGIA

How can you get diners looking forward to trying new dishes on your menu? Easy. Just include ways for them to look back, with a twist. That's the essence of newstalgia, a trend that encourages innovative menu interpretations around the familiarity of tried-and-true nostalgic classics (think mac and cheese, pizza bites, etc.) You get to flex your culinary creativity. Your patrons get to enjoy new tastes that connect with them. Everybody wins.

KEEP INSIGHT **73%**

of U.S. consumers enjoy things that **remind them of their past.**<sup>4</sup>

## KNOWN & COMFORTABLE + EXCITING & NEW = NEWSTALGIA



### FEATURED LEE KUM KEE PRODUCT

**TERIYAKI GLAZE:** With a balanced blend of sweet and salty flavors, our Teriyaki Glaze is great for glazing or brushing onto poultry, meat, seafood and vegetables. [View Product](#)

### TREND IN ACTION

**PART TERIYAKI BEEF BOWL AND PART BBQ SANDWICH,** a teriyaki brisket sandwich appeals to anyone in the mood for tender sliced beef loaded with extraordinary flavor, but with a twist.



**SOURCES:**

<sup>1</sup><https://foodinstitute.com/consumerinsights/experts-top-3-flavor-trends-to-watch-in-2023>.

<sup>2</sup>Spoonshot, *Outlook 2023: Flavor Trends*.

<sup>3</sup>Foodservice Director, *Street Food Evolves to Keep Up with Changing Tastes*, October 2022.

<sup>4</sup>Whole Foods Market Forecasts Top 10 Food Trends for 2023, October 2022.