

THE FLAVOR IS KEE

UNLOCKING MENU POTENTIAL



HEALTH AND WELLNESS: GOOD CHOICES FOR A BALANCED DIET

One look at today's diets and eating patterns, and it's clear that everyone, regardless of demographic, is striving to make healthier choices... but with vastly different motivations, goals, and approaches, from low carb to low carbon. With this mega-trend expanding in every possible direction, how can operators satisfy such a diverse (and increasingly discriminating) population?

At first glance, it looks impossible, but Lee Kum Kee is keeping pace with the movement. In this newsletter, we've found some great solutions, and as always, flavor is crucial. Let's take a look!

BUZZWORTHY DIETS: SOMETHING FOR EVERYONE, FROM SELF-CARE TO WORLD REPAIR¹



CLIMATARIAN

22% of consumers express interest in lowering their carbon footprint

30% of consumers believe food brands and restaurants should take a stand on climate change



FLEXITARIAN

56% who have tried reducing animal protein and increasing veggie intake love it or like it



INTERMITTENT FASTING

18% practice skipping meals or fasting for the day



IN 2022, **52%** OF FOOD AND HEALTH SURVEY PARTICIPANTS REPORTED FOLLOWING A SPECIFIC DIET OR EATING PATTERN, A SHARP UPTICK FROM **39%** IN 2021.²



WHO? DIETS AND EATING PATTERNS ARE ON THE RISE:³

- Ages 18-49 74% (+22% since 2021)
- Parents with kids under 18 70% (+17% since 2021)

HOW? KEEPING IT:⁵

- Balanced/Healthy 43%
- Reduced Sodium/Salt 38%
- High Protein 26%
- Flexitarian 26%
- Dairy-Free 15%
- Vegetarian 11%

WHY? TOP MOTIVATORS FOR MAKING HEALTHIER CHOICES:⁴

- Protect long-term health 35%
- Prevent future health conditions 35%
- Want to lose weight 34%

WHILE LIMITING:⁶

- Sugar 48%
- Unhealthy fats 45%
- HFCS 43%
- Sodium/salt 40%
- Refined/processed sugars 34%
- Artificial ingredients 34%

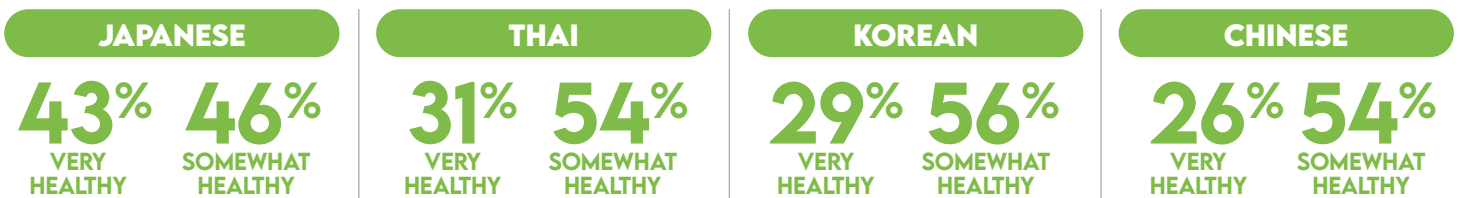


EAT YOUR VEGETABLES! CONSUMERS ARE TRYING TO INCLUDE MORE...⁷



...AS LONG AS THEY'RE DELICIOUS. 53% OF CONSUMERS TOP CONCERN FOR PLANT-BASED OR PLANT-FORWARD FOODS IS TASTE.⁸

ASIAN CUISINE AND UMAMI APPEAL HOW CONSUMERS VIEW ASIAN CUISINE⁹



What do they have in common? Umami, which enhances the flavor of foods, stimulates digestion, and provides a feeling of fullness, which may contribute to weight loss.¹⁰

UMAMI-RICH FOODS...

- INCREASE TIME ON PALATE
- INCREASE SATISFACTION
- INCREASE SATIATION



MAKE SWEET THINGS TASTE SWEETER

(using less sugar for the same taste)



MAKE BITTER TASTE LESS BITTER

(greens and cruciferous vegetables taste better)



MAKE SALTY THINGS TASTE SALTIER

(using less sodium)



CHEF ALEX ONG

Director of Culinary Excellence
at UMass Amherst

CHEF TALK

We talked with Chef Alex Ong, Director of Culinary Excellence at UMass Amherst, a university that has ranked number 1 for best campus food in the country for six years running.

Q: As people seek better-for-you food choices, what are some of the most popular requests you've had? Any surprises?

Chef Alex: With all the trends pointing towards meat analogs, my biggest surprise is that our students are asking us for more "back to basics" whole foods. Plant-forward classics from India, Southeast Asia, China, and Korea are the most common requests. Better-for-you does not necessarily mean manufactured food, but in our case, it means whole grains, a lot of vegetables, less animal protein, and big flavors and textures.

Q: With health and wellness trends going in every direction, can you share some solutions you've found that appeal to the widest range of your customers?

Chef Alex: First, smaller portions and lots of options for toppings. Start off with a base of whole grains, legumes, vegetables, then the protein, followed by toppings like salsa, pickles, salads, etc. Colors help please the eyes and flavors help win them over.

Second, let them eat their vegetables without telling them to eat their vegetables. Make food craveable with a flavor bomb diners can't resist.

Q: In your opinion, how might the trend toward eating better evolve in the coming year?

Chef Alex: True authentic flavors. As the demand grows for recipe authenticity, chefs must learn how to make dishes expertly. The days of stuffing sliced turkey and spicy mayo in a baguette and calling it bánh mì are over; sophisticated younger generations will have zero tolerance for such attempts.

Q: Can you offer some suggestions for using the following, Chef Alex?

Panda Brand Green Label Oyster Flavored Sauce

A very simple stir-fry using asparagus and fresh shrimp with ginger, rice wine, and Panda Brand Green Label Oyster Sauce is a winner for a classic Chinese meal.

Less Sodium Soy Sauce

I'd top silken tofu with a sauce made from Less Sodium Soy Sauce, Pure Sesame Oil, minced scallions, ginger, Lee Kum Kee Chiu Chow Style Chili Crisp Oil, and crispy onions. Or perhaps make a pan-seared sole with beurre blanc, a squeeze of fresh lemon juice, and a spoonful of Less Sodium Soy Sauce.

Hoisin Sauce

One of my favorite recipes is to marinate chicken thighs with Hoisin Sauce, orange juice, and ginger then grill them. Served on a bed of watercress with orange segments, the grilling juices, and a drizzle of olive oil, all topped with crispy puffed rice, diced tomatoes, and slivers of red onion.

Pure Sesame Oil

A simple steamed salmon fillet, topped with a fine julienne of ginger and scallions, finished off with a healthy drizzle of Less Sodium Soy Sauce, cilantro sprigs, green scallions, some Pure Sesame Oil, and sizzled with a ladle of hot vegetable oil to awaken the flavors of the sesame oil and herbs. Gently heating the oil is key here.



*Thank you,
Chef Alex!*

KEEP EVERYONE HAPPY WITH LEE KUM KEE

Operators looking to win over the trust and loyalty of customers must provide options that help guests adhere to balanced diets, while keeping it easy, guilt-free, and most importantly, delicious. Here's how...

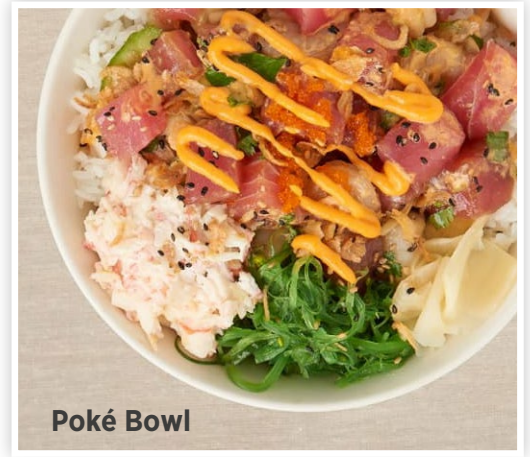


PANDA BRAND GREEN LABEL OYSTER FLAVORED SAUCE

WHAT IS IT: Has the same exceptional flavor and rich color as original Panda Brand Oyster Flavored Sauce but with no MSG added.** (**Except for glutamate, which naturally occurs in oyster extractives.)

HOW IT SUPPORTS HEALTHY CHOICES: Ideal for those seeking to limit sodium; it enhances the flavor of anything it touches.

HOW TO USE IT: Great in a marinade or stir-fry, or as a dipping sauce for fresh spring rolls, plant-based dumplings, and other dishes.



Poké Bowl

DID YOU KNOW that Lee Kum Kee invented oyster sauce? It all began in 1888 when Mr. Lee Kum Sheung accidentally cooked his oyster soup too long, resulting in a thick, rich, deeply flavored sauce.



LESS SODIUM SOY SAUCE

WHAT IS IT: Made from premium non-GMO soybeans and wheat flour which are naturally brewed under sunlight for 3-6 months, according to traditional methods, for a rich soy flavor and aroma. Our Less Sodium Soy Sauce only contains 600 mg sodium per serving. (Compared to Premium Soy Sauce, 1,030 mg/serving.)

HOW IT SUPPORTS HEALTHY CHOICES: A little goes a long way. Perfect for enhancing the taste of food without adding to sodium levels; makes vegetables and vegetarian dishes sparkle.

HOW TO USE IT: Brings out the flavor of ingredients when cooking and works well as a marinade, seasoning, or soup base.



Quinoa and Salmon Salad

QUALITY YOU CAN FEEL GOOD ABOUT. Lee Kum Kee's green soy sauce fermentation project is the first in the global fermented food industry to have received the prestigious LEED Platinum certification, for reducing greenhouse gas emissions, electricity, and water consumption by using geothermal energy.¹¹





HOISIN SAUCE

WHAT IS IT: People love this irresistibly delicious sweet and savory sauce made from selected spices, ground soybeans, and sweet potatoes.

HOW IT SUPPORTS HEALTHY CHOICES: Adds umami and bold flavor in small amounts; dairy-free.

HOW TO USE IT: Excellent for marinating, stir-frying or dipping. Great as a sauce for pizza or as a topping for pho or rice noodles.



Plant Based Stir-Fry

NOT A SOYBEAN WASTED. After making our soy sauces, we use the fermented soybeans left over to make Hoisin Sauce.



PURE SESAME OIL

WHAT IS IT: Made from the finest roasted sesame seeds, our Sesame Oil is carefully processed to retain a luscious sesame flavor and indulgent, nutty aroma.

HOW IT SUPPORTS HEALTHY CHOICES: Rich and aromatic even in small amounts. Sesame Oil is perfect for those looking to increase their intake of nuts and seeds or reduce their intake of saturated fats.

HOW TO USE IT: To accent the overall taste, add a few drops to any dish just before serving or when marinating a meal.



Gluten-Free Soba Noodle Salad

SESAME OIL has heart-healthy monounsaturated and polyunsaturated fats, antioxidants that help fight damaging free radicals in the body, and an amino acid called tyrosine, which boosts levels of the mood-lifting hormone serotonin.¹²

**DISCOVER MORE EXCITING NEW TREND DATA [HERE](#)
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SOURCES:

¹ New Food Values Keynote Report, Datassential

^{2,3,4} <https://foodinsight.org/2022-food-and-health-survey-results-a-focus-on-eating-patterns>

^{5,6,7,8} Datassential Simply Smarter Webinar, Decoding the American Diet: Resolutions vs. Reality, March 1, 2023

⁹ Datassential Trends Innovation Report, 2021

¹⁰ <https://pubmed.ncbi.nlm.nih.gov/24944058>

¹¹ <https://usa.lkk.com/en/industrial/about-lkk/social-responsibility/lee-kum-kee-sauce-group-receives-the-lead-platinum-certification>

¹² <https://www.prevention.com/food-nutrition/healthy-eating/q36452579/east-asian-foods>

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