

# THE FLAVOR IS KEE

UNLOCKING MENU POTENTIAL

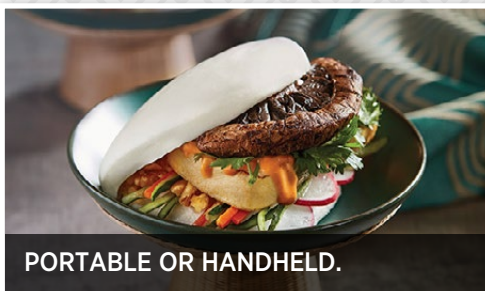
## TAKING IT TO THE STREET: HOW STREET FOOD CAN BRING CONSUMERS IN

One of the year's hottest trends is driving restaurants to draw inspiration from the food made and served at night markets, festivals, and open-air bazaars all around the globe. From food trucks to stalls, this enthralling trend is bigger than ever, satisfying consumer demand for bold flavors, endless adventurous combinations, and authenticity.

At Lee Kum Kee, we're especially excited to explore this trend and highlight some of the ways operators can bring the sizzle, bustle, vibrancy, and convenience of street food inside to their menus.

### STREET FOOD 101

What started thousands of years ago with hungry people who simply needed something to eat, is a booming industry in many cultures today, especially in Asia where night markets are a mainstay. When it comes to flavor, street food is almost borderless. And while it varies widely from country to country—and even street to street—here's an overview:



**PORTABLE OR HANDHELD.**

Tortillas, bao, buns, flatbreads, dumplings, sandwiches, banana leaves, and other convenient formats which can be eaten on-the-go.



**EASY-TO-EAT OR UTENSIL FREE.**

Think skewers, sticks, kabobs, chopsticks, or even sporks.



**AFFORDABLE.**

No white tablecloths, no fancy silverware, just delicious food made by the people, for the people, all day, every day.



**2.5** BILLION PEOPLE AROUND THE WORLD  
EAT STREET FOOD EVERY DAY!



# FUNCTIONAL AND FESTIVE, *always sizzling hot*



**INCEPTION**

**ADOPTION**

**PROLIFERATION**

**UBIQUITY**

## WHY OPERATORS SHOULD GET INTO THE STREET

We're watching street food influence the U.S. with more food trucks and mobile food vendors. From menu callouts to packaged goods, street food in all its iterations is accelerating.

**49%** of U.S. consumers are interested in global street foods<sup>6</sup>

**↑17%** "STREET" appears on 11% of menus, up 17% from four years ago<sup>7</sup>

**↑15%** Food Truck business has seen almost +15% Real Growth in 2021, +4% in 2022, excluding ice cream trucks or street vendors<sup>8</sup>

For consumers, few things are more fun than casually gathering with friends over some exciting, affordable dishes. But there's more to it than that, which creates opportunity for operators.



**IT HITS GLOBAL TRENDS.**

Consumers are becoming increasingly more adventurous eaters; there's no better way to combine the flavors from distinct cultures through a fusion-style offering or introduce regional ingredients than with street food.



**IT'S A WAY TO SHOWCASE AUTHENTICITY.**

Transparency and authenticity matter to consumers more than ever. Staying true to recipes and using quality sourced ingredients drives purchasing decisions.



**SNACKING AND BLURRED DAYPARTS.**

Street food flavors and smaller portions fit into the trends we're seeing of increased consumer snacking and more (yet smaller) meals throughout the day.





57%

of U.S. consumers  
love or like  
authentic foods  
and flavors<sup>9</sup>

## CHEF TALK

We asked [Chef Shirley Chung](#), Top Chef alumna and founder of Ms. Chi Café in Culver City, California, a few questions about what inspires her about street food and how to work it into almost any menu.

**Q: As a classically trained chef at multiple fine dining restaurants, what appeals to you about street food?**

**Chef Chung:** I love street food. Street food is the food of people. It's also the fastest and the best way to learn about any local culture. When you're out exploring night markets, the atmosphere is always lively, buzzing with the excitement of discovering something new, plus it's fun to eat. Some of my best bites of food have been street foods.

**Q: As a restaurant owner, where do you gain inspiration for the new and exciting flavor combinations that you've created; for example, your cheeseburger potstickers with tomato bacon jam?**

**Chef Chung:** My inspiration for new flavor combinations stems from a lot of my past experiences! A lot of my dishes are inspired by childhood food memories, things I like to eat, classical dishes, new ingredients, my heritage, and my travels. New ideas can also come from competition cooking and having to come up with something at the last minute. My Cheeseburger Potstickers were created during a brunch challenge on Top Chef. I combined two of my favorite comfort foods, Jiaozi and California-style cheeseburgers, and ended up creating the winning dish, my take on a Chinese American dumpling.

**Q: What advice can you offer to chefs if they want to introduce elements of the street food scene into their menus?**

**Chef Chung:** It's important to always remember the heart and the soul of street food. Sometimes we need to leave them the way they are and not try to "elevate" them.

**Q: If you had a street food stall at a night market, what dishes would you serve?**

**Chef Chung:** If I had a street food stall I'd serve Chinese American dumplings and bao! A good spread would include jumbo cheeseburger potstickers, buffalo chicken bao, and vegan garden jiaozi filled with veggies.

**Q: Can you offer a few unique ways for chefs and operators to use these Lee Kum Kee products?**

**Chef Chung:** **Black Pepper Sauce:** Starting with a whole cauliflower, rub black pepper sauce all over the surface, then roast it whole in the oven. Once fully cooked, slice it thick from the side, drizzle a little more sauce on top, and you have black pepper cauliflower steak.

**Sriracha Mayo:** Before roasting, marinate an entire chicken in sriracha mayo. It will create a juicy, crispy skin, resulting in spicy roasted chicken.

**Hoisin Sauce:** To create a delicious BBQ sauce, reduce Coke and hoisin sauce together. You can use it for grilling!




### CHEF SHIRLEY CHUNG

Top Chef alumna and founder,  
Ms. Chi Café, Culver City

*Thank you,  
Chef Chung!*

# CONVENIENT FLAVOR, READY TO ROLL

Lee Kum Kee is an expert in flavor, and we're more than happy to help your operation add some street food sizzle to the menu. Here are a few convenient products that help deliver a street food experience to your guests.



**62%**  
know it<sup>10</sup>

Falls within the  
INCEPTION phase  
of MAC<sup>11</sup>

## BLACK PEPPER SAUCE

### WHY YOU WANT IT:

A popular all-purpose sauce that adds umami and spicy peppercorn flavor to grilled meats, roasted vegetables, and so much more.

### TAKE IT TO THE STREET:

Black Pepper is a popular sauce in Taiwan, typically used on Black Pepper Steak served over noodles with a fried egg.



Black Pepper Poutine

**71%**  
of consumers love/  
like/or have tried Black  
Pepper Sauce<sup>12</sup>



**+13%**  
on menus  
in the last  
12 months<sup>13</sup>

Most popular  
among Gen Z<sup>15</sup>

## SRIRACHA MAYO

### WHY YOU WANT IT:

Spicy, zesty, and creamy all in one popular, multi-tasking sauce. Try it on sandwiches, tacos, noodles, or as a marinade; our version uses cage-free eggs.


### TAKE IT TO THE STREET:

Sriracha Mayo was born in the U.S.A., but it's an excellent fusion condiment that's fantastic over everything as a spread, dipping, or drizzle.



Korean-Style Potato  
Corn Dog with Sriracha Mayo

**30%**  
of consumers love  
or like Sriracha  
Mayo<sup>14</sup>



**46%**  
know it<sup>17</sup>

Hoisin has a  
conversion rate  
of 73%, a huge  
number for being  
within the  
ADOPTION phase  
of the MAC<sup>18</sup>

## HOISIN SAUCE

### WHY YOU WANT IT:

Equal parts sweet and savory but perfectly balanced, this glossy sauce ups the appeal of proteins without overpowering.

### TAKE IT TO THE STREET:

Other than Jian Bing, another example is Chinese Cheung Fun, rice noodle rolls drizzled with a rich peanut butter sauce and Hoisin Sauce.



LEE KUM KEE'S 20 OZ. HOISIN SAUCE IS  
AMERICA'S NO. 1 HOISIN SAUCE<sup>18</sup>



Hoisin Chicken Crepe,  
traditionally known as Jian Bing

**HOISIN**  
is trending on U.S.  
QSR menus, +14% in  
the last 4 years<sup>16</sup>

DISCOVER MORE EXCITING NEW TREND DATA [HERE](#) AND  
BE SURE TO FOLLOW US ON [LINKEDIN!](#)

#### SOURCES:

<sup>1</sup><https://streetfoodcentral.com/what-is-street-food>

<sup>2,4,13,15</sup> Datassential MenuTrends, 2023

<sup>3,5,9,10,11,12,14,16,17,18</sup> Datassential FLAVOR, 2023

<sup>6</sup><https://www.foodservicedirector.com/menu/street-food-evolves-keep-changing-tastes>

<sup>7</sup>Datassential, 2022

<sup>8</sup>FMA SCOPE

<sup>18</sup>Based in part on data reported by Nielsen through its syndicated data for the Asian Sauce Category for the 52-week period ending December 2022, for the Ttl US x AOC market. © 2022 Nielsen

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