



# MIX

FOOD | FLAVORS | IDEAS | 2015



## Made-to-Order Menus

Customization Builds Sales

# Ready, Set, Customize!

## Freshness and Quality, on Display

Customization. It's become one of the biggest trends driving food service today, segment by segment, demographic by demographic. Bolstered by the success of fast-casual concepts emphasizing *build-your-own* menu platforms—think Chipotle, with its mix-and-match menu of burritos, bowls, tacos, and salads; or Blaze Pizza, where patrons can build their own pie from the crust up—it seems like the entire industry is concentrating on customization.

Operators are also letting customers see how it's done. From display cooking kitchens to high-energy action stations, today's consumers have come to expect fresh, made-to-order foods. These custom concepts address specific tastes and demands for flavor, ingredients, portion size, and nutrition, health and wellness concerns, including food allergies and lifestyle choices.

### Anatomy of a Trend

According to *Nation's Restaurant News*, the fast-casual service style, in which customers order and watch their food made in front of them, has trained diners to expect exactly what they want when they want it. It's also allowed them to make a habit of enjoying food that resonates with freshly made goodness—and what's fresh is also perceived as both delicious and healthy.

In addition, cook-to-order menu offerings confer value and variety, both of which build loyalty and repeat business. The success of custom-built concepts like Starbucks and Five Guys is ample evidence that consumers are willing to pay more for having it their way. A 2013 study by Bain & Co. of Consumer Packaged Goods sectors, in fact, indicates customers were willing to pay 20% more for customized products.

### DID YOU KNOW?

**"We've said it before, and we'll say it again: Customization counts."**

*—Technomic blog post*

For a concept like Fazzoli's new fast-casual Venti Tre (which means 23 in Italian) to offer a minimum of 23 different pasta shapes, sauces, and toppings every day—plus a dozen house specialties—the possible number of times a fan can try something completely new and different numbers in the hundreds. And *that's* how you translate repeat business.

#### TRY THIS → MIX-AND-MATCH MEZZE

Offer a selection of Mediterranean-style small plates such as flavored hummus, marinated olives, spiced pita bread, grape leaves, and other \$3–\$4 items, inviting customers to build their own sampler plate.



Mezze Sampler featuring Minor's Roasted Garlic Flavor Concentrate (Gluten Free) & Minor's Fire Roasted Jalapeño Flavor Concentrate (Gluten Free)



Sicilian Flatbread featuring Maggi Thai Style Red Curry Paste (Gluten Free) & Minor's Gluten Free Vegetable Base made with Natural Ingredients

## Operational Advantages

Custom cook allows operators to meet the ever-multiplying demands of takeout and dine-in, catering and group meals, vegetarians and vegans, paleo and protein-rich diets, calorie-counters and hearty eaters, and those who are looking to avoid gluten and other foods. This is especially important for on-premise segments like employee dining and college and university food service, where customers come on a more regular basis.

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There are operational advantages to cook-to-order as well. Display cooking not only improves customer perception of food quality but it also can reduce labor, since a cook-to-order station combines the jobs of chef and server into one. Popular customer combinations may point the way to new core menu items, serving as R&D by crowdsourcing. In fact, according to QSR magazine, at the heart of customization is knowing what your customers want to customize. Burger giants Wendy's and McDonald's are attempting to understand their consumers' desires by letting them build their own custom burgers in several high-profile test units. The results of these learnings may eventually end up on the menu.

### TIP

For customers who are avoiding gluten, Nestlé Professional offers a wide range of gluten free options, from bases and signature-building flavor solutions to ready-to-menu meal components, including Minor's Latin flavor concentrates and new GF formulations of popular Trio® and Stouffer's® products.

### TRY THIS → CHOICE ON THE SIDE

Borrow a page from the old Southern-style *meat and three* menus and let guests choose from a selection of different side dishes to accompany any entrée. Carb lovers can have mashed potatoes and mac-and-cheese; dieters choose steamed broccoli and roasted Brussels sprouts; and those avoiding meat can make a whole meal from just the sides.



Side Dish Assortment featuring Stouffer's Creamed Spinach, Stouffer's Broccoli Au Gratin, & Stouffer's Whipped Sweet Potatoes

## How To... Broccoli Gratin and Dijon Mustard Tarts



**STEP 1** Blend together the flour, cheese, Roasted Garlic Flavor Concentrate, ground mustard, Dijon mustard, and pepper with the butter to create a dough.



**STEP 2** Knead the dough, adding water as necessary, chill for 30 minutes, then roll out the dough.



**STEP 3** Using a circular cutter, cut the dough and place into 2-inch, nonstick sprayed cupcake pans.



**STEP 4** Fill each shell with approximately ¼ cup of thawed, mixed Broccoli Au Gratin before baking in a preheated oven until golden brown.

Above left: Broccoli Gratin and Dijon Mustard Tart is an elegant addition to a mix-and-match assortment of side dish options.

get recipe



For the entire free collection of Made-to-Order Menus recipes, visit [www.NestleProfessional.com/MadeToOrder](http://www.NestleProfessional.com/MadeToOrder) by 12/31/15.



## DID YOU KNOW?

40% of consumers consider menu variety to be extremely or very important to them when choosing a [dining experience], almost regardless of their age, gender, income, or other factors.

-FoodThink, "QSRs and America's Changing Tastes"

Meanwhile, new ordering platforms like mobile apps and tableside tablets make it easier than ever for customers to specify exactly what they do and don't want in their meal. That takes some of the pressure off staff and puts more of the experience squarely in the hands of the customer. And speaking of technology, offering customized experiences encourages patrons to share their creations on social media, which equates to viral marketing.



**TRIO** [get recipe](#)

Made-to-Order Breakfast Muffin featuring Trio Southern Country Gravy

## Design Your Own Custom Platform

Many platforms translate to a variety of presentation methods. For example:

### Top-Your-Own Mac and Cheese can be:

Action station

Self-service buffet

Attended service line

Multiple-choice menu section

### Or:

Top at the Table (Portion of plain mac and cheese brought to table along with bowls of toppings & condiments for guest to add)



### Tossed-to-Order Salad can be:

Traditional salad bar

Marketplace display line

Walk-through servery

Mix-and-match menu section (either digital or printed)



Mix-and-Match Macs featuring Stouffer's Macaroni and Cheese, Minor's Roasted Garlic Flavor Concentrate (Gluten Free), & Minor's Sun Dried Tomato Pesto Flavor Concentrate (Gluten Free)

## Menu Strategies: Identifying the Opportunities

Many popular menu categories that you may already be offering represent an ideal entry point into the customization trend. Guests can specify everything from the bread and condiments on their sandwich to all of the ingredients in a build-your-own-bowl offering.

The following choices adapt particularly well to letting the customer design their own experience:

- Eggs, Pancakes, and Other Breakfast Foods
- Sandwiches, Hot Dogs, and Burgers
- Salads
- Appetizers and Small Plates
- Pizza and Flatbreads
- Pasta and Risotto
- Entrée Bowls
- Side Dishes
- Sauces and Condiments
- Beverages
- Desserts



get recipe

Berry Caramel Crepes with Flavored Mascarpone featuring Butterfinger Candy Pieces & Minor's Bourbon RTU Sauce

**TRY THIS → CUSTOM CREPES**

A good all-purpose crepe batter can be used to make a variety of different savory or sweet crepes, for an appetizer or light meal option, or for a fun and decadent dessert. The guest picks filling and sauce, and the finished crepe comes together in a matter of moments.



**TIP**

If you have concerns about your nutrition-oriented offerings,

Nestlé Professional can help. Find brochures and product information addressing *Gluten Free and Allergen Profile, Reduced Sodium, and Whole Grain, Vegetarian and Well Balanced options* at [www.nestleprofessional.com](http://www.nestleprofessional.com).

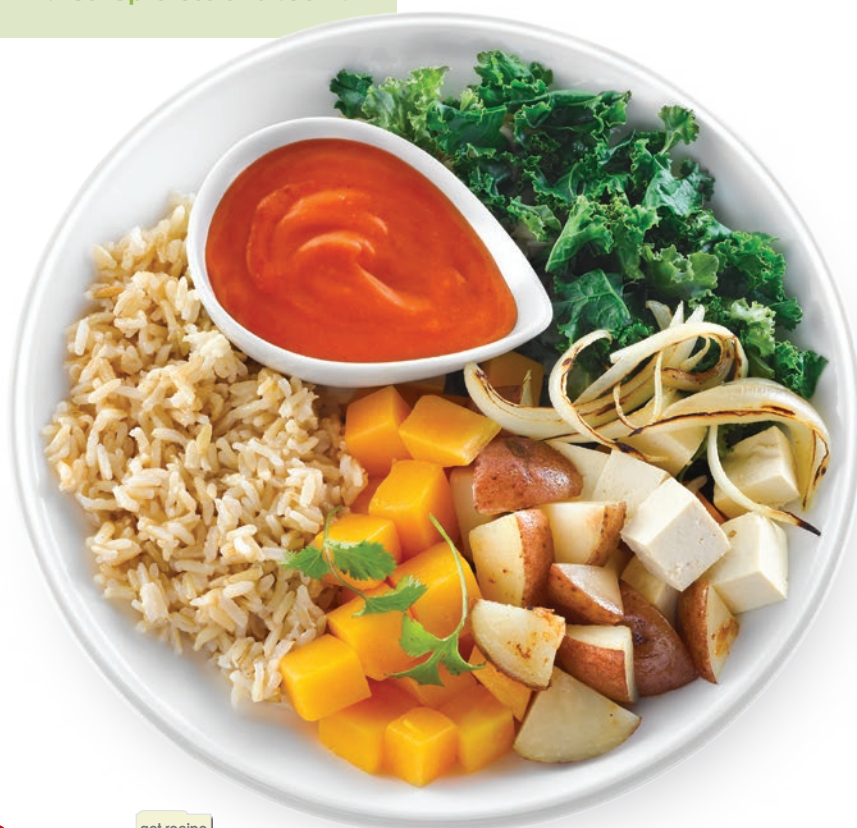
**Providing Wellness**

One of the best things about custom menu platforms is that they represent a way to cater to all the different dietary concerns that patrons bring to the table. In a college environment, for instance, you might have athletes with extreme carb or protein needs; freshmen battling the proverbial 15-pound

weight gain; vegetarians and vegans; students who are avoiding gluten or dairy; and people with allergies to foods like nuts and shellfish.

And that's to say nothing of cultural and religious differences on campus that play host to students and staff from all parts of the world. Short of offering dedicated dining venues for everyone, a custom menu platform can go a long way toward satisfying all comers.

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**TRY THIS → BUILD A WELLNESS BOWL**

Offer healthy ingredients that customers can combine into their own meal-in-one bowl, including grains or chopped greens, lean proteins (including meat as well as a vegetarian option), flavorful sauces and toppings such as nuts or seeds, and lots and lots of fresh fruits and vegetables.



get recipe

Curry Brown Rice Bowl featuring Minor's Thai-Style Red Curry RTU Sauce & Minor's Gluten Free Vegetable Base made with Natural Ingredients





Build Your Own Tacos featuring Chef-mate ¡Que Bueno! White Queso Sauce & Minor's Gluten Free Chicken Base made with Natural Ingredients



**TIP** Sauces & condiments represent an easy way to let customers select their own flavor experience.

Nestlé Professional has dozens of products—from Maggi® Thai Style Curry Pastes and Minor's bases to Chef-mate White Queso, Stouffer's® Alfredo Parmigiana, and Trio® Au Jus and White Sauce—that can be used as-is or mixed into ingredients like mayonnaise, mustard, butter, plain yogurt, and more.

Sandwiches, for example, can be offered on a choice of different breadstuffs, including white bread, whole wheat, gluten free, wraps and naan, with toppings and fillings that run the gamut from hearty sausage and peppers to a grilled portabella or seitan-based “chicken” salad. Culturally based tastes for spice or other flavor profiles can be accommodated with sauces, condiments, and other accompaniments: harissa and jalapeños for heat seekers; milder foods like cream cheese for younger and older diners.

## Get Into the Action!

Nestlé Professional developed its Action Stations with the customization trend in mind. Each program includes everything you need to create a successful action station that allows customers to build their own meal experience, including exclusive chef-inspired recipes, order and set-up guides, planning calendars, personalized merchandising materials, and other support.

Action stations are available in a growing array of menu concepts that address current food trends and customer favorites, including:

- Breakfast
- Desserts
- Street Fair
- Pasta, Italian, & Risotto
- Salads
- Wellness
- International Soup & Noodles

For more information, log on to [www.nestleactionstations.com](http://www.nestleactionstations.com) or ask your Nestlé Professional representative.

### TRY THIS → SOUP AND GARNISHES

Serve soup with add-at-the-table accompaniments such as croutons, additional vegetables or protein, sour cream or olive oil for drizzling, sunflower seeds or fresh herbs, for a garnish-your-own specialty.



Embellished Zucchini Bisque featuring Minor's Gluten Free Vegetable Base made with Natural Ingredients



## Chicken Tacos

Yield: 6 lb 2 oz  
Prep Time: 15 min

Servings: 10 (2 tacos each)  
Cook Time: 25 min

### INGREDIENTS

### MEASURE

#### Taco Seasoning Mix

Chili powder	¼ cup
Cumin, ground	6 tsp
Salt	2 tsp
Cornstarch	4 tsp
Paprika, mild, smoked	3 tsp
Coriander (Cilantro) leaves, raw, ground	2 tsp
Cayenne pepper	1 tsp

#### Chicken Filling

Taco Seasoning Mix (from above)	7 Tbsp
Vegetable oil	2 Tbsp
Cooked chicken, meat only, julienne	4 lb
Water	1 ½ cups
Minor's® Gluten Free Chicken Base made with Natural Ingredients 6 x 1 lb	1 Tbsp

#### Additional Ingredients

Taco shells, crispy, corn	20 each
Taco Sauce (recommended Gluten Free)	1 ¼ cups
Lettuce, shredded	3 cups
Cheddar cheese, shredded	8 oz
Tomatoes, seeded, small diced	¾ cup

### PROCEDURE

- To make taco seasoning mix: Combine chili powder, cumin, salt, cornstarch, paprika, coriander (Cilantro) leaves, and cayenne pepper in a bowl. Mix with a whisk.
- To prepare chicken filling: Heat oil in a skillet. Add chicken and sauté 3–4 minutes. Add water, chicken base, and taco seasoning mix. Stir to combine until chicken is well coated. Simmer until liquid is absorbed, 3–4 minutes.
- If desired, heat taco shells. To assemble tacos, spoon 3 oz chicken filling in each shell. Top with ½ oz taco sauce, ¼ oz lettuce, ¼ oz cheese, and garnish with tomatoes.

## Zucchini Bisque

Yield: 120 oz  
Prep Time: 10 min

Servings: 15  
Cook Time: 25 min

### INGREDIENTS

### MEASURE

Olive oil	¼ cup
Shallots, minced	½ cup
Celery, small diced	1 ½ cups
Zucchini, medium diced	2 qt
Water	2 qt
Minor's Gluten Free Vegetable Base made with Natural Ingredients	1 Tbsp + 2 tsp
Parsley, leaves only	¾ cup
Spinach, baby	1 ½ cups
Lemon zest	1 Tbsp
Lemon juice	3 Tbsp
Kosher salt	2 tsp
Black pepper, ground fine	1 tsp

### PROCEDURE

- In an 8-qt saucepot over medium high heat, add oil, shallots, and celery. Sweat, stirring frequently for approximately 4–5 minutes.
- Add zucchini and cook until soft, approximately 5–7 minutes.
- Add water and vegetable base, heat to boiling; reduce heat and gently boil for approximately 10–12 minutes, stirring occasionally.
- Remove from heat and add parsley, spinach, salt, pepper, lemon zest, and juice; mix until incorporated fully.
- Purée in blender, using small batches; pour through a fine mesh strainer.
- Reserve for service, hot or cold.

Here's a list of the new recipes available for your enjoyment and key ingredients you can use throughout the day in recipes of your own.

RECIPE NAME	KEY INGREDIENT
Berry Caramel Crepes with Flavored Mascarpone	Butterfinger Candy Pieces & Minor's Bourbon RTU Sauce
Made-to-Order Breakfast Muffin	Trio Southern Country Gravy
Curry Brown Rice Bowl	Minor's Thai-Style Red Curry RTU Sauce & Minor's Gluten Free Vegetable Base made with Natural Ingredients
Embellished Zucchini Bisque	Minor's Gluten Free Vegetable Base made with Natural Ingredients
Build Your Own Tacos	Chef-mate ¡Que Bueno! White Queso Sauce & Minor's Gluten Free Chicken Base made with Natural Ingredients
Mix-and-Match Macs:	Stouffer's Macaroni and Cheese, Minor's Roasted Garlic Flavor Concentrate (Gluten Free), & Minor's Sun Dried Tomato Pesto Flavor Concentrate (Gluten Free)
• Buffalo Chicken Macaroni & Cheese	
• Classic BLT Macaroni & Cheese	
• Tuscan Shrimp Special Macaroni & Cheese	
Sicilian Flatbread	Maggi Thai Style Red Curry Paste (Gluten Free) & Minor's Gluten Free Vegetable Base made with Natural Ingredients
Side Dish Assortment:	
• Creamed Spinach with Mushrooms, Bacon, and Green Onions	Stouffer's Creamed Spinach, Stouffer's Broccoli Au Gratin, & Stouffer's Whipped Sweet Potatoes
• Broccoli Gratin and Dijon Mustard Tarts	
• Whipped Sweet Potatoes with Glazed Pecan Topping	
Mezze Sampler:	Minor's Roasted Garlic Flavor Concentrate (Gluten Free) & Minor's Fire Roasted Jalapeño Flavor Concentrate (Gluten Free)
• Roasted Garlic Hummus	
• Green Chile Hummus	

## FREE Exclusive Recipe Offer



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[www.NestleProfessional.com/MadeToOrder](http://www.NestleProfessional.com/MadeToOrder)





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