



MIX

SPECIAL
ISSUE

FOOD | FLAVORS | IDEAS | 2011

Street Food: Big Trend on Campus



Street Eats — Your Students Are Hungry for It

Street food: It's fun, tasty, trendy, cheap, adventurous, and meant to be eaten on the fly. Does that sound like something your students would like?

Trend-watchers as diverse as *Time* magazine and the National Restaurant Association have forecast a bright future in mainstream foodservice for ethnic street fare. The San Francisco-based Center for Culinary Development, in its Trend Mapping Report on Hand-Held Foods, singled out such classic global street foods as empanadas, paletas (Mexican frozen fruit pops), dosas (a lentil-rice pancake, beloved in the culture of India), and the Chinese steamed buns known as bao as the Next Big Thing.

From vibrant global food markets to seasonal country fairs, the world is full of interesting street food—and all of it is easy to bring indoors. In fact, street food makes perfect sense in a college and university setting, whether a regular station, part of a rotating cycle menu, mobile cart program, or a special “street fare” promotion. Ethnic street food meets the demands of an increasingly diverse student population, as well as a desire for fun, variety, and flavor.

Street food also tends to be low in food cost, easy on portion size and waste, and a perfect vehicle for promotion and marketing. Here are some examples of what colleges across the country are doing with street food:



LEAN CUISINE Lasagna Cupcakes featuring LEAN CUISINE® Grilled Vegetable Lasagna with Sun Dried Tomatoes

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- The award-winning foodservice at the University of Massachusetts Amherst includes a number of street food options meant to cater to demand for variety and grab-and-go convenience. These include: Star Ginger Asian Street Food at the Bluewall Eatery; a Japanese noodle bar at Berkshire Dining Commons; and Tamales Mexican cuisine, Taj Mahal Indian cuisine, and Zane's Noodle Bowl at the Hatch Food Court. Other choices range from Vietnamese pho noodle soup at Worcester Dining Commons to dim sum brunch in the dining halls



Chefmate

Midwest Loaded Coney and Southern Slaw Dog featuring CHEF-MATE® Hot Dog Chili Sauce with Beef and CHEF-MATE Sharp Cheddar Cheese Sauce

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- At the University of Washington, in Seattle, the Housing and Food Services department operates several food trucks designed to serve as satellite locations while the mainstay Husky Den is being remodeled. These include Sigano's (authentic street tacos and sides); Red Square BBQ; Hot Dawg's; and Motosurf (Hawaiian plate lunches)
- Ted's, located in the Kanbar Campus Center at the University of Philadelphia, a Parkhurst Dining Services account, features a weekly changing menu of such global street foods as pierogies, chicken enchiladas and pepperoni pizza rolls



Stouffer's
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Jambalaya Pita featuring STOUTER'S® Creole-Style Jambalaya and MINOR'S® Roasted Garlic Flavor Concentrate

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FACT:

The majority of students like to experiment with new cuisines; Italian, Chinese, Spanish, and Japanese offerings are among the most appealing to them.

- *Technomic 2010*

Around the World with Street Food

Many of the most popular street foods take the form of sandwiches, rolls, skewers, stuffed pies, dumplings, and other easy-to-eat hand-helds, along with specialties like noodles and noodle soups, pancakes, and flatbreads. Apart from the more familiar hot dogs, ice cream cones, and tacos we all know and love, consider these enticing options:

India

Indian street food revolves around the *chaat*, a snack made from fried or griddled dough with various fillings and/or condiments. Some of the most popular chaat include dumplings, fritters, turnovers, patties, and bread. Many of them are vegetarian.

- **Idli** are patties made from lentil and rice batter, poured into a mold and steamed, then served with condiments like chutney and sambar (red lentils cooked with tamarind, coriander, chiles, and other seasonings)
- **Dosas** are made with seasoned, fermented rice and lentil batter, spread out into a pan and cooked until they are crisp but still pliable. The dosa can be served as-is, cooked with other ingredients like onions and chiles, or rolled around a filling. Uttapam is the same as a dosa, except that it is served open-faced
- **Pakora** and **samosa** are two of the more well-known Indian-style finger foods. The chickpea-flour fritters known as pakora can be filled with vegetables like cauliflower, onions, eggplant, spinach, fresh cheese, or lentils, as well as chicken. Samosas are similar, except the fillings are stuffed into little turnovers and then fried, and more often include minced meat or fish

Mexico

The most iconic Mexican street foods are *antojitos*, or corn-based snacks in all their diversity. The great beauty of many of these Mexican-style street foods is that they are nearly infinitely adaptable to mix-and-match fillings and toppings, so it's easy to turn a taco program into a chalupa or gordita offering.

- **Chalupas**—a “little boat” of tortilla dough that’s fried or griddled, then filled
- **Gorditas**—also known as *sopes*, these “little fat ones” of thick corn dough are griddled and split like a pita, then filled with beans, shredded meat, and cheese, and fresh salad vegetables
- **Quesadillas**—corn tortillas stacked and layered or folded around cheese, beans, meat, and other fillings, which are then griddled, fried, or baked until the fillings are hot and the cheese melts
- **Tamales**—masa corn dough wrapped in a dried corn husk around some sort of a filling, which is layered in a pot and steamed
- **Taquitos**—“little tacos,” a small tortilla rolled cigar-style around a filling and then fried until crisp
- **Tortas**—are Mexico’s answer to the sandwich. Like many worldly sandwiches, the torta’s character depends a lot on the bread—in this case an oblong crusty white sandwich roll called a *telera* or *bolillo*. Tortas can be served hot or cold, and filled with everything from marinated pork or *carne asada*, chorizo, and cheese, to fried fish, shredded beef, grilled chicken breast, or scrambled eggs, and sausages

How To . . . Lasagna Cupcakes



STEP 1 Lay out puff pastry dough; cut into 4 1/4-inch squares and use to line muffin tin cups.



STEP 2 Transfer squares of precut, thawed STOUFFER'S® Lasagna into lined muffin tins.



STEP 3 Fold dough over top of lasagna to cover.



STEP 4 Sprinkle with grated cheese.



For the entire collection of 10 Street Food Fare recipes, visit NestleProfessional.com/StreetFood by 12/31/11, register for NestleProfessional.com and follow the easy download instructions.



MINOR'S
Beef and Shrimp Pho featuring
MINOR'S® Beef Base

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Southeast Asia

Southeast Asia is known throughout the world for its vibrant street food culture. Though the Vietnamese noodle soup known as pho has achieved cult-favorite popularity with Asian food-loving college students, several other specialties from this region are worthy of consideration, including satays, bánh x'eo, and other pancakes, Hainanese chicken rice, and hawker-style rice noodles. Based on a Chinese model, these world-famous noodles are stir-fried with Indonesian sweet soy sauce, lots of garlic and hot peppers, sesame oil and other condiments, and garnished with chicken or shrimp and loads of fresh vegetables.

- **Bánh x'eo** are Vietnamese-style crepes, made with a delicate rice flour batter seasoned with turmeric and coconut milk, pan-fried to create a savory pancake filled with roasted pork, shrimp, scallions, and bean sprouts, and presented with lettuce leaves for wrapping. There are also sheaves of fresh mint and cilantro, and nuoc mam (fish sauce blended with lime, garlic, and chiles) for dipping.

- **Roti** is a type of pancake from Singapore and Malaysia, made with a flavorful fat like ghee (clarified butter) mixed with egg, flour, and water, then kneaded and allowed to rise at least twice so that it is very fluffy inside, and crispy on the outside. Originally used like a utensil to scoop up curry and other sauced dishes, roti has evolved into a vehicle for all kinds of other ingredients, such as cheese, garlic, chocolate, and even banana
- **Satays** are long, thin slices of meat on bamboo skewers grilled over wood or charcoal, served with a spicy condiment such as peanut sauce

You can trust NESTLÉ PROFESSIONAL™ to provide products that will help you tap into the street food trend. From MINOR'S® ethnic sauces and flavor concentrates, to CHEF-MATE® chilis, TRIO® gravies, CHEF-MATE® ¡QUE BUENO!® cheese sauces, and STOUFFER'S® fully prepared entrees, we've got the street eats scene covered.

FAIR IS FARE

Festivals and county fairs are a great source of inspiration for street fare—if you don't believe it, just Google "Wisconsin County Fair."

1. Regional Hot Dog Favorites
2. Cream Puffs
3. Candy Apples
4. Turkey Legs
5. Cupcakes, Brownies, and Other "Indy" Desserts
6. Ice Cream Novelties
7. Sliders of all Kinds
8. Grilled Corn on the Cob
9. Anything on a Stick
10. Candied Bacon
11. Cheese Curds
12. Kebabs
13. Deep Fried Candy Bars (actually, anything deep fried)
14. Chocolate Covered Bananas and More
15. Zeppole, Funnel Cakes, and Other Fried Dough
16. Sandwiches: Cheesesteaks, Sausage & Peppers, Cubans
17. Frites, Poutine, and Specialty Fries
18. Corn Fritters and Maple Syrup
19. Gyros, Falafel, and Other Mediterranean Street Food
20. Lollipops

Did You Know?

With college students among the heaviest users of social media such as Facebook (96% of all students), YouTube (84%), and Twitter (14%), it makes sense to match the immediacy of these on-the-go platforms with the mobile image of street food and how it's promoted.

- Source: Whittemore School of Business and Economics



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Dessert Lollipops featuring
BUTTERFINGER®, NESTLÉ® CRUNCH®,
and WONKA® NERDS®



Put On Your Own “Street Food Fair”



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Fish Tacos featuring MINOR'S® Chipotle Flavor Concentrate and MINOR'S Roasted Garlic Flavor Concentrate



get recipe



Philadelphia Cheese Steak
featuring CHEF-MATE® iQUE BUENO!®
Jalapeño Cheese Sauce

Street fairs are a great way to promote street food, whether you stage them indoors or out. Two years ago, World Street Food was the focus of the annual Taste of UMass promotion at the University of Massachusetts Amherst, featuring television personality Martin Yan and samplings of food from all over the globe served up from 75 different food booths. In addition, students tried their hands at a Chef competition, a hot dog eating competition, and numerous other events.

Some Tips for Putting on Your Own Street Food Fare Promotion:

- Do your research. Global street food is all about authenticity, so surf the web, check some cookbooks out of the library, and—if possible—sample as many street foods as you can so you know what they taste like
- Pick a location with room to set up tables where you can prepare and/or serve several different types of street food, whether they are from one region of the world (such as Southeast Asia or South America) or a global sampling
- Tailor the menu to the equipment you have access to, especially if the event will be held in a remote location. Do you have induction burners for omelets? You may be able to do crepes or the Japanese omelets known as okonomiyaki. A portable barbecue grill? Think regional hot dog classics or satays and other skewered foods
- Emphasize freshness and authenticity in all elements of display and station dress, with ingredients, props, and other accessories
- Consider inviting or showcasing a guest chef or local ethnic restaurant owner to add credibility and excitement; at the very least, tap any members of your staff who have experience with ethnic food
- Enlist the help of students, including any language clubs, cultural groups, or other organizations
- Promote the event through a variety of means: POS, newsletter or blog, website, and social media



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Asian Pepper Steak Sliders featuring
STOUFFER'S® Green Pepper Steak and
NEW MINOR'S Teriyaki HCFS Free RTU Sauce

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For the entire collection of 10 Street Food Fare recipes, visit NestleProfessional.com/StreetFood by 12/31/11, register for NestleProfessional.com and follow the easy download instructions.

Poutine

Yield: 152 fl oz gravy, 28.8 oz potatoes, 48 oz cheese

Servings/Size: 12 (20 oz)

Cuisine: French Canadian

Prep Time: 20 min Cook Time: 10 min

TRIO

INGREDIENTS	WEIGHT	MEASURE
Water		1 gal
TRIO® Brown Gravy		1 (13.37 oz) package
Russet potatoes, large, skin on, scrubbed, and rinsed	9 lbs	9 lbs
Mozzarella cheese, fresh, medium diced	3 lbs	1 qt + 2 cups

PROCEDURE

1. Pre-heat fryer to 275°F.
2. Prepare Brown Gravy according to label directions, set aside, and hold warm.
3. Using a French fry cutter or a knife, cut potatoes into a medium batonnet (1/4" x 1/4" x 4"), submerge in cool water.
4. Drain completely, removing all excess moisture. Fry in small batches, until just soft, approximately 5 minutes. Drain on wire rack over a sheet pan.
5. Increase fryer temperature to 375°F.
6. Fry in small batches, until golden brown and crispy, approximately 3-4 minutes. Drain fries on a wire rack over a sheet pan.
7. To serve: Ladle 6 oz of Brown Gravy over 10 oz of fries and top with 4 oz of mozzarella.

SERVING SUGGESTION: Garnish with fresh parsley, rosemary, or thyme if desired.

To order TRIO® Brown Gravy, please contact your local NESTLÉ PROFESSIONAL™ sales representative or call us at 1-800-288-8682.



Poutine featuring
TRIO® Brown Gravy

Follow us on Twitter @NestleProUSA for ongoing menu ideas and recipes all year round.

Exclusive Recipe Offer



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Jambalaya Pita with Roasted Garlic

Yield: 70 oz Jambalaya, 12 oz aioli

Servings/Size: 12 (9 oz)

Cuisine: North American

Prep Time: 60 min Cook Time: 5 min



INGREDIENTS	WEIGHT	MEASURE
STOUFFER'S® Creole-Style Jambalaya	42 oz	1 (70 oz) package
Whole wheat pita bread, crosscut in half	1 1/2 oz	6 ea
Green leaf lettuce, rinsed, leaves only	6 oz	3 cups
Mayonnaise	5 oz	3/4 cup
Sour cream		6 tbsp
MINOR'S® Roasted Garlic Flavor Concentrate	.8 oz	1 Tbsp
Kosher salt	.035 oz	1/2 tsp
Black pepper, ground	.035 oz	1/2 tsp
Paprika, smoked	.035 oz	1/2 tsp
Lemon juice, fresh	1/2 oz	1 Tbsp

PROCEDURE

1. Prepare Creole-Style Jambalaya according to label directions, hold warm, and reserve for service.
2. In a small mixing bowl add mayonnaise, sour cream, Roasted Garlic Flavor Concentrate, salt, pepper, paprika, and lemon juice. Using a wire whip, mix until well blended, set aside.
3. To serve: Open pita to form pocket, add 1/2 oz lettuce, 6 oz Creole-Style Jambalaya, and top with 1 oz of Roasted Garlic aioli.

To order STOUFFER'S® Creole-Style Jambalaya, or MINOR'S® Roasted Garlic Flavor Concentrate, please contact your local NESTLÉ PROFESSIONAL™ sales representative or call us at 1-800-288-8682.



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

RECIPE NAME	KEY INGREDIENT
Dessert Lollipops	BUTTERFINGER®, NESTLÉ® CRUNCH®, WONKA® NERDS®
Fish Tacos	MINOR'S® Flavor Concentrates
Asian Pepper Steak Sliders	STOUFFER'S® Green Pepper Steak, NEW MINOR'S® Teriyaki HCFS Free RTU Sauce
Jambalaya Pita	STOUFFER'S® Creole-Style Jambalaya, MINOR'S® Roasted Garlic Flavor Concentrate
Lasagna Cupcakes	LEAN CUISINE® Grilled Vegetable Lasagna with Sun Dried Tomatoes
Midwest Loaded Coney	CHEF-MATE® Hot Dog Chili Sauce with Beef, CHEF-MATE® Sharp Cheddar Cheese Sauce
Mac n Cheese Tots	STOUFFER'S® Traditional Macaroni and Cheese, MINOR'S® Chipotle Flavor Concentrate
Philadelphia Cheese Steak	CHEF-MATE® iQue Bueno!® Nacho Jalapeño Cheese Sauce
Poutine	TRIO® Brown Gravy
Southern Slaw Dog	CHEF-MATE® Hot Dog Chili Sauce with Beef, MINOR'S® Culinary Cream