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FOOD | FLAVORS | IDEAS | WINTER 2015

Snack Attack!



Feeding the Nation's Noshers

Boost Sales with Snacks

So long, three squares a day: Americans have become a nation of snackers.

From morning coffee and a sweet roll to late-night social noshing, on-the-go consumers are eating smaller, more frequent meals that fit their busy lifestyles.

The number of Americans who snack three or more times a day rose to 56% in 2010, according to government data, and that rise has greatly affected food sales. Annual growth in retail sales of snack foods such as chips, snack bars, and nuts rose sharply between 2008 and 2013 compared to the modest rise of more traditional mealtime items such as soup and pasta. That's a trend foodservice operators should be capitalizing on.

There's a lot of room for more snack offerings in the marketplace, certainly. Snacks are fairly new to the foodservice arena, and data from Technomic's newest Snacking Occasion Consumer Trend Report points to opportunities to increase incremental traffic and sales through snack offerings. Among other things, only 20% of snacks are sourced from restaurants as opposed to retail outlets, even as consumers have broadened their definition of a *snack* to include more foodservice items over the past two years.

Consider McDonald's McBites on all three criteria. Described as *poppable pieces* of battered premium chicken breast or Alaska pollock, they're offered in 3-ounce Snack, 5-ounce Regular, and 10-ounce Shareable sizes served in a portable box with a sauce holder on the lid.

GET SNACKING →

Interesting

vegetable side dishes can be merchandised as small plates and bar snacks, rounding out a selection of protein offerings and also helping to meet the needs of vegetarian and even vegan diners. See dozens of recipes: www.NestleProfessional.com.

Increasingly, snacking has also become part of the nutrition, health, and wellness conversation. When snacking is done correctly, in fact—with smaller portions of healthy foods eaten more frequently—dietitians say it can contribute to the intake of much-needed nutrients, help keep blood sugar levels steady and curb appetite, and possibly even help control weight. According to the NPD Group, lines are blurring between meals and snacks as more consumers pack their plates with items such as yogurt and fruit.

So what constitutes a snack?

It depends on the time of day, but in general, experts agree that the ideal snack is:

- Portable and easy to eat
- Smaller in portion size and lower in price than meal foods
- Flavorful and fun



 MINOR'S

get recipe

Crudite Platter featuring Three Dipping Sauces made with Minor's Herb de Provence Flavor Concentrate, Minor's Red Chile Adobo Flavor Concentrate, & Minor's Honey Citrus Pepper RTU



Green Curry Mango
Grilled Chicken Tenders
featuring Maggi
Thai Style Green
Curry Paste



Snack Around the Clock

One of the great things about the snack opportunity segment is that it's not confined to a particular daypart. Snacks can be served between meals, instead of meals, or in addition to meals (as in the case of bar snacks or a small snack portion served as a side or add-on to a sandwich or other, more traditional entrée). And that means incremental sales, throughout the day—it just depends on your hours of operation.

GET SNACKING →

Discover new Panadas from *Hot Pockets®*—a flaky, crispy crust of delicious dough wrapped around flavorful fillings that are easy to merchandise and serve as a snack or meal replacement. They're available in seven on-trend comfort and ethnic variations, including Bacon, Egg & Cheese, Chipotle Beef, and Chicken Pot Pie.

DID YOU KNOW?

Snacks account for 20% of all U.S. away-from-home eating occasions.

—The NPD Group, 2012

TIP

For customers who are avoiding gluten, *Minor's®* offers a wide range of gluten free products from bases to signature-building flavor concentrates, including Latin flavored Fire Roasted Jalapeño, Poblano, and Fire Roasted Red Chile Adobo.

The other great thing about snacks from an operational perspective? They can be designed to easily cross-utilize ingredients that are used in other menu items, from protein trim and overproduction to sauces, marinades, and other *mise en place*. Ground beef for a burger, for instance, can also be used in a mini-calzone or formed into a meatball or breaded as a croquette to be served with dip. All this helps keep food and labor costs in line.

"Breaky Break"

For many consumers, the snack-instead-of-breakfast is a particularly welcome option—grab-and-go snacks and handhelds that can be offered as breakfast substitutes. Busy adults and Millennials, especially those in college, are not particularly fond of breakfast as a formal, sit-down meal early in the morning. They may prefer to pick up muffins or breakfast biscuits, portable sandwiches, a smoothie, a cup of coffee, or a bottled beverage on the way to class or work.

Continues on next page.



Dessert Truffles featuring Nestlé Toll House Semi-Sweet Morsels, Butterfinger Candy Pieces, & Nestlé Toll House Cocoa Powder



For the entire free collection of Snack Attack! recipes, visit www.NestleProfessional.com/SnackAttack by 6/30/15.

How To... Make Dessert Truffles



STEP 1 In a heatproof container, mix together the chocolate morsels and heavy cream; heat until melted, stirring as necessary.



STEP 2 Once the chocolate has set, stir in candy pieces.



STEP 3 Using a small scoop, dip out spoonfuls of chocolate mixture onto a lined sheet pan; refrigerate until firm.



STEP 4 Roll the truffles in additional candy pieces.

For the recipe, see pg. 7.

Above left: Rich chocolate truffles rolled in cocoa powder and candy pieces make for a delicious snack or retail item.



Elote (Mexican-style corn on the cob) featuring Minor's Cilantro Lime Flavor Concentrate

DID YOU KNOW?

49% of consumers eat snacks between meals, and 45% eat them as a meal replacement.

—2014 Snacking Occasion
Consumer Trend Report, Technomic

This “breaky break” can be offered from early in the morning straight into the traditional lunch period, as well as in the later-night wee hours, when operationally appropriate. In fact, chains like Jack in the Box have experienced significant sales gains with the late-night daypart, according to *Fast Casual* magazine.

Dining à la Desk

When Google famously decreed that its employees would never be any farther than 200 feet from free food (including healthy snacks like bottled water and fruit in addition to candy and chips), the tech company was taking advantage of human behavior: People snack at their desks.

According to Technomic's 2014 Lunch Consumer Trend Report, consumers place a premium on healthy food offerings at lunch, so snack-size items that feature lean proteins such as chicken and fish, whole grains, and fruits and vegetables have good chances of success. Patrons are also looking for convenience and tend to visit the same familiar outlets again and again, so that

foodservice operators who address their lunchtime and snacking needs can count on customer loyalty. Attributes like grab-and-go portability and convenient mobile ordering are particularly important.



Grilled Goat Cheese Waffles with Chipotle Raspberry Jam featuring Minor's Chipotle Flavor Concentrate



At the University of Maryland, for example, the CulinArt-managed dining services department provides a weekly To Go menu that touts the likes of a daily coffee-and-bakery special, portables like the Pepperoni & Cheese Cup, a sushi combo box, smoothies, sandwiches and entrée salads, and desserts such as flavored cheesecake.

GET SNACKING →

The chefs at

Stouffer's® and Lean Cuisine® have been busy expanding the number of whole grain offerings that can be used to create wholesome snacks, including Stouffer's Macaroni and Cheese made with Whole Grains and Lean Cuisine Grilled Vegetable Lasagna with Sun Dried Tomatoes.

Midafternoon Munching

In many foodservice operations, the period between lunch and dinner represents a slow time when staff is on duty anyway as prep is being finished for dinner—and the savvy operations take advantage of that. The Black Birch, an independent restaurant in the discount-shopping mecca of Kittery, ME, offers a 10-item Mid Day Menu from 3:30–5:00 p.m. that runs the gamut from Deviled Eggs 3 Ways and Pulled Pork Spring Rolls to a Grilled Cheese & Tomato Soup combo. These items are the same as, or variations of, specialties on the small plates-intensive dinner menu, and are quick to serve up with a drink for foot-weary shoppers or Happy Hour celebrants.

In fact, it's worth remembering that part of the operational appeal of snacks is that they help support the sale of high-margin beverages, including not only cocktails, wine and beer, but also premium juices, floats and milkshakes, and specialty coffee and tea selections, making them an all-day profit booster.

GET SNACKING →

Dips, dunks, and sauces make munchies more interesting (and are easy to package and seal in small to-go containers). The selection of appropriate products from the Nestlé family of brands includes a variety of Chef-mate® gravies and cheese sauces, including new ¡Que Bueno!® White Queso Sauce, as well as gravies, au jus, and sauces from Trio.

Raising the Bar (Snacks)

One of the biggest trends to hit the full-service restaurant segment in recent years is the bar snacks or small plate menu. Reflective of consumer desire to sample more variety and to use dining out as a social occasion—coupled with the increasing popularity of craft cocktails, specialty beer, and wine bar sales—menus that highlight smaller portions of vividly flavored foods are on a major upswing.



Pumpkin Spoonbread featuring Libby's 100% Pure Pumpkin



From à la carte bowls of flavored popcorn or spiced olives to lavish shareable “boards” of cured meats and cheeses, bar snacks have come a long way from a bowl of peanuts. In many venues, they take the place of a more traditional three-course meal, but they’re also a great source of add-on sales before, and in addition to, an appetizer and entrée.

Continues on next page.



Mini Pot Roast Sliders featuring Trio Au Jus



Customer Favorites

Now trending on menus across the country...

- | | | |
|--|--|---|
| ■ Nut, Snack, & Olive Mixes | ■ Oven-Baked Dips | ■ Meatballs of all Types |
| ■ Deviled & Pickled Eggs | ■ Sushi & Crudo | ■ Potstickers & Dim Sum |
| ■ Roasted Vegetables | ■ Taquitos & Quesadillas | ■ Flatbreads & Mini-Pizzas |
| ■ Housemade Pickles | ■ Sliders & Mini-Sandwiches | ■ Bruschetta & Crostini |
| ■ Specialty Fries | ■ Stuffed Mushrooms | ■ Sweet & Savory Scones |
| ■ Grown-Up Potato Tots | ■ Skewers & Kabobs | ■ Donuts & Beignets |
| ■ Flavored Popcorn | ■ Cheese & Meat Plates | ■ Cookies & Biscotti |
| ■ Seafood Samplers | ■ Wings & Chicken Fingers | ■ Cupcakes |
| ■ Beer Battered Fish & Chips | ■ Lettuce Wraps | ■ Ice Cream & Frozen Desserts |
| ■ Crudite & Marinated Vegetables | ■ International Street Foods (from pretzels to satays) | ■ Monkey Bread & Cinnamon Rolls |
| ■ Empanadas & Other Savory Handpies | ■ Crab & Other Seafood Cakes | ■ Individual Pies, Tarts, & Cheesecake |
| ■ Mini-Salads (including grain-based versions) | ■ Egg Roll & Spring Roll Variations | ■ Cheese, including Fondue & Raclette |
| ■ Jars & Crocks (i.e., pâté, cheese spread, salmon mousse) | ■ “Nuggets” of all kinds (chicken, popcorn shrimp, falafel, mac and cheese) | ■ Sweet Toasts (i.e., chocolate raspberry, Nutella) |
| ■ Specialty Chocolates (i.e., chocolate-dipped strawberries, truffles) | ■ Drinkable Snacks (smoothies, juices, specialty coffee, tea, and hot chocolate) | |



Warm Arugula and Asparagus Salad featuring Stouffer's Alfredo Parmigiana Sauce



GET SNACKING →

Dessert toppings, mix-ins, and other sweet ingredients from Nestlé represent an easy way to "signaturize" desserts with such well-loved brands as Nestlé® Crunch® and Butterfinger®.



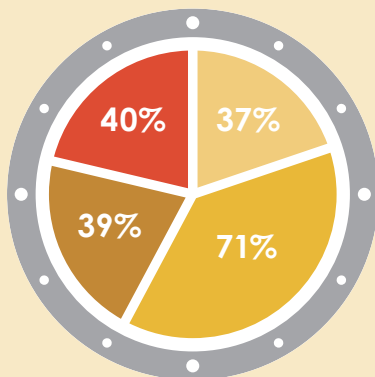
DID YOU KNOW?

Traditional snack foods consumed at main meals are expected to grow approximately 5% to 86.4 billion eating occasions in 2018.

—The NPD Group, 2014

Spotlight on Snacks

What time of day do you typically have a snack?



■ Midmorning ■ Midevening
■ Midafternoon ■ Late night

Base: 1,500 consumers aged 18+.

Note: Respondents selected all categories that apply; percentages do not total 100%.

Source: Technomic, Inc., 2014, The Snacking Occasion Consumer Trend Report



Dessert Truffles featuring Nestlé Toll House Semi-Sweet Morsels, Butterfinger Candy Pieces, & Nestlé Toll House Cocoa Powder

All-Day Dessert

If life's too short to skip dessert, it's certainly too short to skip the sales potential of offering dessert as a snack. According to the research firm Mintel, the snacking mindset has permeated the dessert segment. People are mindful of what they eat, but at the same time, want to indulge and treat themselves. Indeed, consumers are willing to pay a little bit extra for a small indulgence made with quality ingredients, according to Amanda Topper, a food analyst at Mintel, as the market has seen with the high-end cupcake and donut trends.

Technomic, for its part, reveals via its 2013 Dessert Consumer Trend Report that 35% of adults eat desserts as midmorning snacks at least once a week, and nearly half

of those surveyed said they eat dessert as an afternoon snack. That means that bite-size and highly portable desserts like whoopie pies, chocolate truffles, cake pops, bar cookies, ice cream novelties, and more, can be a hit throughout the day. The fact that so many of these desserts are also great with a pick-me-up cup of coffee is another plus.

DID YOU KNOW?

91% of people say they snack daily, including 25% who snack three to five times a day and 3% who are "always snacking."

—Nielsen, 2014



Black Eyed Pea Cakes featuring Chef-mate ¡Que Bueno! White Queso Sauce



Dessert Truffles

Yield: 20 oz
Prep Time: 20 min

Servings: 40
Cook Time: N/A

INGREDIENTS

MEASURE

Heavy whipping cream	¾ cup
Nestlé® Toll House® Semi-Sweet Chocolate Morsels	1 ¾ cups
Butterfinger® Candy Pieces	1 cup
Nestlé® Toll House® Cocoa, Powder, unsweetened	½ cup

PROCEDURE

1. Bring cream to a simmer in pot over medium heat.
2. Place semi-sweet morsels in a bowl, and pour the hot cream over the top, stirring to melt the chocolate.
3. Place chocolate in the refrigerator and allow to cool slightly.
4. With a scoop or spoon, portion chocolate and place on a lined sheet. Roll each chocolate drop into a ball and coat with Butterfinger pieces or cocoa powder.
5. Place in refrigerator to cool and firm up.

Lasagna Stuffed Zucchini

Yield: 168 oz
Prep Time: 10 min

Servings: 24
Cook Time: 15 min

INGREDIENTS

MEASURE

Lean Cuisine® Whole Grain Lasagna with Meat Sauce 4 x 96 oz	96 oz
Zucchini, large, green and yellow	144 oz
Parsley, fresh, chopped	1 oz

PROCEDURE

1. Cook lasagna according to package directions and allow to cool.
2. Cut zucchini in half lengthwise. Scoop out seeds with a spoon to make a well.
3. Slice lasagna into strips, approximately 4 oz each, according to the size of the hollowed out zucchini. Carefully place one piece into each of the zucchini halves.
4. Bake for 12–14 minutes at 375°F until internal temperature reaches 165°F.
5. Serve two zucchini per order.

Lasagna Stuffed Zucchini
featuring Lean Cuisine
Whole Grain Lasagna



FREE Exclusive Recipe Offer



get recipes

Download the entire free collection
of Snack Attack! recipes at:
www.NestleProfessional.com/SnackAttack

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
Black Eyed Pea Cakes	Chef-mate ¡Que Bueno! White Queso Sauce
Crudite Platter featuring Three Dipping Sauces	Minor's Herb de Provence Flavor Concentrate, Minor's Red Chile Adobo Flavor Concentrate, & Minor's Honey Citrus Pepper RTU
Elote (Mexican-style corn on the cob)	Minor's Cilantro Lime Flavor Concentrate
Green Curry Mango Grilled Chicken Tenders	Maggi Thai Style Green Curry Paste
Grilled Goat Cheese Waffles with Chipotle Raspberry Jam	Minor's Chipotle Flavor Concentrate
Lasagna Stuffed Zucchini	Lean Cuisine Whole Grain Lasagna
Mini Pot Roast Sliders	Trio Au Jus
Dessert Truffles	Nestlé Toll House Semi-Sweet Morsels, Butterfinger Candy Pieces, & Nestlé Toll House Cocoa Powder
Pumpkin Spoonbread	Libby's 100% Pure Pumpkin
Warm Arugula and Asparagus Salad	Stouffer's Alfredo Parmigiana Sauce



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