



# THE SCOOP

SERVING UP FOODSERVICE INSPIRATION



SAUCE  
SECRETS  
FOR TODAY'S  
TASTES

Domino Foods, Inc.







# THE EVOLVING WORLD OF SAUCES, RUBS AND MARINADES

## EXPLORE A BREADTH OF FLAVORS AND STYLES

Creating and utilizing a variety of sauces and marinades is a simple yet exciting way to bring new flavors and regional or global appeal to your center-of-plate menu items. Meet the demand for unique approaches to sauces, rubs, mops and marinades that utilize on-trend ingredients and add bold flavors.

**80% OF**  
CONSUMERS AGED 18-34  
**LIKE TRYING  
NEW FLAVORS\***

**59% OF**  
CONSUMERS AGED 18-34  
**PREFER VERY  
SPICY FOODS\***



# SWEET-INTEL

 ————— FOR MENU SUCCESS

## HOW SAUCES CAN SPUR MENU INNOVATION

Why are the sugar industry leaders talking about sauces? Sugar plays an important and dynamic role in sauces, marinades, and rubs. It not only adds to sweetness, but it balances acidic and bitter flavors as well. Today, operators are innovating their menus with a variety of sauces, marinades, and rubs to cater to the growing demand for unique flavor experiences.





# HOUSEMADE SAUCES MADE SIMPLE

Crafting housemade sauces is a great way to get customers' attention, build your brand and create traffic. In fact, more than 40% of consumers have specific signature sauces in mind that they look forward to when deciding where to dine.\* Operators can innovate their menus simply by experimenting with combinations of flavors that they already have on hand. Many signature sauces become so popular that operators make them available as specially packaged to-go sides and even sell them at grocery stores across the country.





# TOP-TRENDING SAUCES

(YEAR OVER YEAR ITEM INCIDENCE GROWTH\*)

## BEEF DISH SAUCES

Bourbon Peppercorn +63%  
Garlic Parmesan +17%  
Sriracha +17%

## CHICKEN DISH SAUCES

Beurre Blanc +18%  
Nashville Hot +15%  
Herb Sauce +10%

## PORK DISH SAUCES

Sriracha +29%  
Gochujang +14%  
Bourbon BBQ Sauce +13%

## DID YOU KNOW?

More than half of all consumers are eager for innovative sauces and condiments? That outweighs their collective appeal for other popular attributes such as non-GMO and organic.\*\*





# HOUSEMADE CONDIMENTS SPREAD EXCITEMENT

**64%** growth of housemade condiments on menus\*

Ketchup continues to be the hands-down favorite when it comes to condiment choices.\*\* But today's expanding tastes are making housemade condiments more desirable. Much as with housemade sauces, housemade condiments bring more appeal and marketing power to your menu. If scratch isn't an option, start with a classic base like mayonnaise or mustard and add a few simple ingredients to create a unique dipping sauce or spread. For example, mustard can be dressed simply by adding such ingredients as bourbon or lemon curry.



# THERE IS NO SUCH THING AS THE RIGHT BARBECUE SAUCE

Barbecue sauces have seen a dramatic expansion in varieties and choices, including those incorporating fruits such as apricot, peach or mango. Spirits, ghost peppers and balsamic vinegar are also being used to create flavorful barbecue sauce options. Plus, the beloved flavor profile of barbecue is being used to make bowls, tacos and plant-based proteins even more attractive to consumers.

**60%** of restaurant menus  
include barbecue\*

**GROWTH IN MENU MENTIONS  
OVER PAST 4 YEARS\*\***

KOREAN BBQ  
**UP 56%**

BOURBON BBQ  
**UP 44%**

HONEY BBQ  
**UP 22%**



**THE SCOOP**

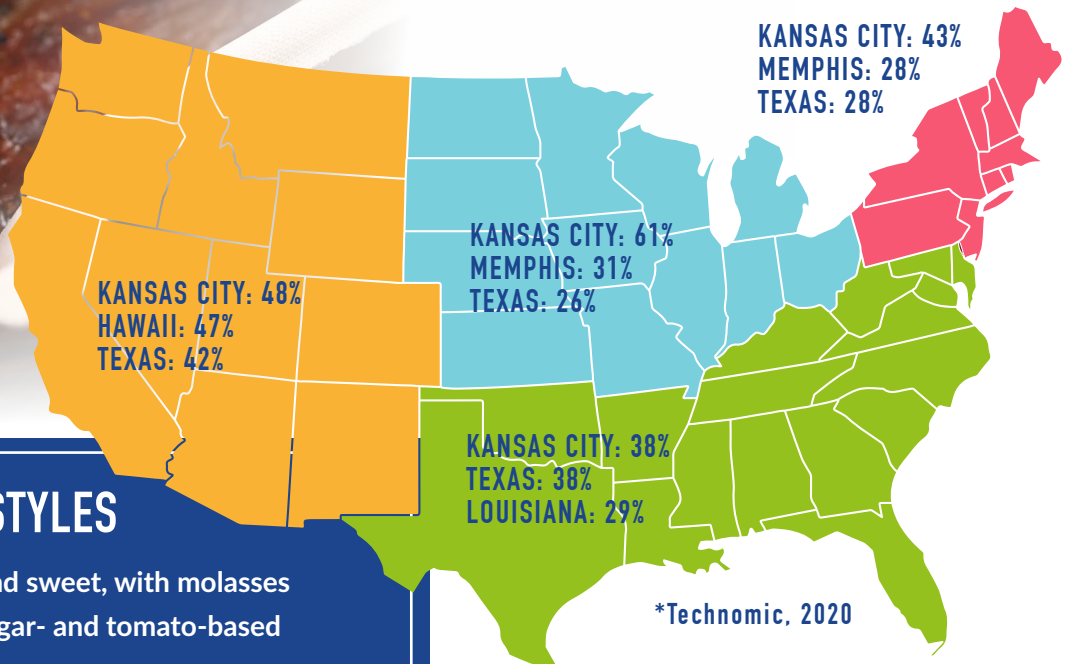
\*Datassential, 2020  
\*\*Datassential, 2019





# THE BASICS OF BARBECUE

Across the U.S., the flavor of barbecue varies from one region to another. Each region takes great pride in its way of doing barbecue. Many restaurants menu regional barbecue as an approachable way for consumers to experiment with flavor.



## REGIONAL BBQ STYLES

**KANSAS CITY** - Thick and sweet, with molasses

**MEMPHIS** - Sweet, vinegar- and tomato-based

**TEXAS** - Spicy, often made with chili

**NORTH CAROLINA** - Thin, with vinegar, red pepper flakes, cayenne

**SOUTH CAROLINA** - Thin, with vinegar, mustard, brown sugar

**FLORIDA** - Citrus accents

**KENTUCKY** - Vinegar and bourbon

**LOUISIANA** - Cajun and Creole flavors

**TENNESSEE** - Whiskey-infused

**ALABAMA** - Mayonnaise-infused

**HAWAII** - Teriyaki-based with pineapple

## THE SWEET TRUTH

There is a certain sweetness in barbecue that tends to appeal to consumer palates. In fact, of all the regional styles, the most popular is also the sweetest (**Kansas City-Style**). Sugar plays an integral role in barbecue. It draws the barbecue flavor out and helps form a tasty crunch to the outside of any protein. Darker sugars also bring a hint of molasses to the flavor and a deeper richness to the color.







# CHEF'S CORNER

For each edition of The Scoop, we bring you exclusive insights from Eleonora Lahud, research chef from ASR Group.



**ELEONORA LAHUD** | Research Chef, ASR Group

Eleonora has a degree in Food Science and is a Certified Baker from the American Institute of Baking, with management studies in Barcelona, Spain. She has experience working with leading global food companies in research & development, technical sales, consumer engagement and catering.

## WHAT IS THE ROLE OF SUGAR IN MARINADES, SAUCES AND RUBS?

*The secret to perfectly crafted sauces, marinades or rubs is balance. The goal is to build a perfect dish using the elements of flavors in the correct amount. Sweet, salty, tangy, hot – you can play with flavors and ingredients to create a perfectly harmonized dish. Sugar plays a very important part in balancing and providing flavor. If you are looking for sweetness and balance, white granulated sugar may be all you need. If you are looking for a more robust flavor in addition to sweetness, light or dark brown sugar will add rich molasses flavor notes. Consider also turbinado sugar for rubs. The larger crystal size will add a crunchy texture to the crust plus a hint of molasses flavor.*

## WHAT ARE THE BENEFITS OF OFFERING HOUSEMADE SAUCES?

*Sauces are a great source of flavor, and housemade sauces can be more flavorful than the ones that are ready to use. The main reason is that you are using fresh ingredients to prepare them. Plus, creating housemade sauces also provides an opportunity to innovate signature sauces that can differentiate your menu and drive traffic. When making your sauces in-house, keep in mind that sugar is a great ingredient not only to add sweetness to your sauce, but also to balance the acidity and saltiness of the sauce. A perfectly crafted sauce can transform a piece of meat, poultry or fish into a truly memorable dish.*

## WHAT TRENDS ARE YOU SEEING IN MARINADES AND SAUCES?

*Barbecue continues to grow in popularity and is being used in a variety of ways. Barbecue involves so many elements, from the meat you choose to prepare, to the method of cooking, to the rub and sauce you serve it with. Unless they are aficionados, odds are that consumers are going out to a restaurant to get barbecue, given all the effort involved. This is a great opportunity to delight your guests with bold and exciting flavors. Few cuisines are as diverse as barbecue. Kansas City, Carolina, Memphis and Texas are some of the most popular and well-known regional styles. What we see trending this year are less known styles like Hawaiian (teriyaki-based), Tennessee (whiskey-infused) or global barbecue flavors like Korean.*

## HOW ARE TODAY'S CONSUMER MINDSETS INFLUENCING THE DISHES CONSUMERS ORDER?

*Another trend we see is global consciousness of where one's food comes from and whether it has been farmed in an ethical manner. Sustainability concerns are also helping to drive the heightened interest in meatless options on menus. Housemade sauces can really help dress up and transform these dishes. For a tasty alternative to chicken wings, try cauliflower wings – simply fry to perfection and toss in an Asian-style barbecue sauce for a delicious meatless dish.*





# SWEETLY DISTINCT



## SALES-BUILDING IDEAS FROM DOMINO FOODS, INC.

Differentiate your menu by innovating signature sauces and condiments that enhance the flavors of proteins, sandwiches, appetizers and more. Here are some on-trend ideas to help make your operation sweetly distinct.

**The Magic of Marinades** Marinades not only tenderize, they are a versatile way to turn any piece of meat into a signature menu item. Marinades bring unique flavors and global flair to your center-of-plate offerings so you can provide menu variety without investing in various cuts and types of meats. Whether you want to add intense tastes or subtle ones, make your very own custom marinade with just a few basic pantry items: an oil, an acid, salt, and sugar. Then add the flavor - here are some trending flavor ideas:

**Turmeric**  
**Sriracha-Soy-Miso**  
**Pickle**

**Cola**  
**Maple Syrup**  
**Ginger** - [GET RECIPE](#)



**What's the secret to rubs?** When it comes to rubs, sweetness is key. Rubs help produce bark, a crisp and flavorful crust that also helps hold in the meat's moisture. Brown sugar is a standard foundation for dry rubs. An ideal rub for any protein is this spicy brown sugar dry rub:  $\frac{3}{4}$  cup brown sugar, 2 tablespoons of steak seasoning, 1 tablespoon each of kosher salt, chili powder and garlic powder and a teaspoon of cayenne pepper. It's even great on grilled veggies.

### BEYOND THE BOTTLE

There's a new way to differentiate your brand and bring excitement to your menu by being creative with your own signature housemade ketchups. Consider banana ketchup: a household staple in the Philippines. Other non-tomato ketchups include tomatillo and ginger ketchup, blueberry-chipotle ketchup and this surefire hit for all ages: carrot ketchup. [GET RECIPE](#)





# FEATURED RECIPE



## BROWN SUGAR CHICKEN MARINADE

*Created by: Chef Taylor Chambers*  
*Justine's, Austin, TX*

For mouthwatering chicken that combines a variety of herbal hints with the sweet taste of molasses, this marinade is perfect for the grilling season. Our recipe suggests grilling, but this marinade also works well with baked, broiled or sautéed preparations. Serve with rice pilaf or grilled vegetables for a meal your guests are sure to enjoy.

### HOW TO MAKE:

Yields 2 cups (enough for 8 chicken thighs)

#### Ingredients:

- ½ cup Domino® or C&H® Dark Brown Sugar
- ½ cup Domino® or C&H® White Granulated Sugar
- 2 cups apple cider vinegar
- ¼ cup soy sauce
- 4 cloves of garlic, chopped
- 1 teaspoon of chili flakes
- 1 teaspoon of chopped ginger
- 1 teaspoon of chopped basil
- 1 teaspoon of chopped oregano
- 1 tablespoon of olive oil

#### Instructions:

1. Combine all the ingredients in a bowl and mix until the sugar is fully dissolved.
2. Using your choice of chicken, pour the marinade over the chicken, reserving some for cooking. Marinate overnight in a refrigerator.
3. On a grill over medium heat, cook the chicken until 165°F is reached.



# FEATURED PRODUCT



This month's featured product is a must-have for anyone looking to create great-tasting and visually appealing sauces for barbecue and more. To create flavor that's deep and rich, choose **Domino® or C&H® Dark Brown Sugar**. The robust molasses flavor notes make this sugar ideal for full-flavored and savory recipes. Use it to add bold flavor and color to your housemade sauces and marinades. In desserts, Dark Brown Sugar adds complex dark and spicy notes to baked goods, such as chocolate cake, brownies, and gingerbread. This sugar pairs especially well with dark chocolate, dried fruits and stone fruits.



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To learn more, contact your ASR Group sales manager or visit us at [dfifoodservice.com](http://dfifoodservice.com).

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