



THE SCOOP

SERVING UP FOODSERVICE INSPIRATION

GIVE YOUR MENU
**THE POWER
OF NATURAL
AND *ORGANIC***

Domino Foods, Inc.





THE FUTURE OF DINING

THE DEFINITION OF HEALTHFUL EATING HAS EVOLVED

The new goal of healthy eating is a holistic sense of what's best for *me* and *my world*. According to Technomic, current perceptions of healthfulness revolve around qualities such as real, wholesome, fresh and additive-free.* Today, it is less about weight-management, dieting and counting calories and more about where and how food is grown or raised, processed and prepared. More than ever, consumers desire to be informed about all aspects of where their food comes from, and this information has become increasingly accessible.

Don't get left behind: committing to *natural* and *organic* ingredients will help solidify a wide-reaching and dedicated customer base for decades to come.





SWEET-INTEL



NATURAL AND ORGANIC CLAIMS ENHANCE TASTE PERCEPTIONS

Claims of *natural* and *organic* create a positive health halo and are often assumed to taste better than other foods.* This is in contrast to traditional health claims such as *low fat* and *reduced sodium*, which are associated with a decrease in perceived taste.*

50%+ CONSUMERS WHO SAY THAT FOODS DESCRIBED
AS NATURAL OR ORGANIC ARE MORE TASTY*



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*2017 Technomic Natural and Organic Multi-Client Study



HOW TO DRIVE TRAFFIC AND INCREASE CHECK SIZES

About half of consumers say they are more likely to choose a specific restaurant over others if it offers *natural* or *organic* food and beverages.*

THE FACT IS, *NATURAL* AND *ORGANIC* CLAIMS DRIVE TRAFFIC AND INCREASE PRICE THRESHOLDS.

75% ARE MORE LIKELY TO PURCHASE ITEMS
LABELED *NATURAL* AND *ORGANIC*.*

(OF THOSE PEOPLE)

53% WILL PAY
MORE FOR THEM.*

The use of *natural* and *organic* ingredients especially influences younger consumers and parents of young children.*



**11.9% OF
ALL MENUS
USE THE CLAIM
*NATURAL****

**11.4% OF
ALL MENUS
USE THE CLAIM
*ORGANIC****

According to Technomic, over the next five years, providing at least some *natural* and *organic* options on the menu may become standard for most foodservice operators.



INCREASE APPEAL OF INDULGENT ITEMS



Knowing that an indulgent dessert or beverage is *natural* or *organic* helps customers rationalize their purchase decisions.* About half of consumers feel better about ordering desserts and other indulgent fare if the ingredients are *natural* or *organic*.*



3 IN 5 SAY THEY “FEEL HEALTHIER”
WHEN EATING NATURAL AND ORGANIC.*



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*2017 Technomic Natural and Organic Multi-Client Study



SWEET WILL ALWAYS BE ON-TREND.

Consumer cravings for sweetness will never go away, so make sure you continue to satiate those desires with sugars and sweeteners that appeal to evolving consumer demands. Sugar and sweetener choices that are less-processed, unrefined, *organic* or plant-based will best resonate with today's consumers.





TRENDING SUGARS YOU NEED TO KNOW

These less processed or unrefined sugars are trending with consumers and offer an alternative to white granulated sugar.

RAW CANE SUGAR:

Raw cane sugar is a granulated, soluble, unrefined sugar made from freshly squeezed sugar cane juice using a single crystallization process. It has a golden tan color and subtle flavor from the molasses that remains after processing. In recipes, it is an ideal one-for-one substitute for granulated white sugar.

TURBINADO SUGAR:

Also known as demerara, this sugar is less processed than white granulated sugar, so more molasses is retained in the sugar. Turbinado has large amber crystals that deliver a hint of sweet spice and green fruity top notes. This style of sugar was popularized by European café culture as a sweetener for hot beverages. It's also ideal for adding crunchy texture and sparkle to pancakes, cookies, pastries, and other desserts.

WHOLE RAW CANE SUGAR:

Popular in Latin American, Indian and Asian cuisines, this sugar goes by such names as piloncillo, panela, jaggery and black sugar. Whole raw cane sugar is the simple transformation of cane juice into a dried sugar. It does not go through a sugar refinery, so it retains much of the molasses from the sugarcane. The high molasses content of this sugar gives it a rich brown color and bold flavor, making it ideal for coffee, sauces and unique baking applications.





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 DOES THE FUTURE HOLD FOR SUGARS?

A trend we see is consumers increasingly choosing golden and brown sugars over white. Turbinado, or raw-style sugar, has been around for years and become quite popular for sweetening hot beverages. But now consumers are taking the next step by switching to unrefined sugars, such as raw cane sugar which is harvested and milled on the same day. The great thing about unrefined sugars is they have greater retention of the cane molasses found naturally in sugarcane. The molasses flavor elevates dishes by enhancing color, taste and texture. Use of these unrefined sugars will allow for lots of exciting menu innovations. For example, you can create a flavorful simple syrup made from turbinado sugar, water and cinnamon sticks, or you can add whole raw cane sugar to a sauce for pork. (Whole raw cane sugar and pork is a match made in heaven!)

WHAT TIPS DO YOU HAVE FOR OPERATORS TO MARKET ORGANIC OFFERINGS IN THEIR RESTAURANTS?

It is to the operator's overall benefit to adapt, not only because the trend has grown exponentially, but also because organic descriptors enhance taste perceptions among guests. Changes like substituting organic raw cane sugar for white granulated sugar can make a difference. It is important for operators to communicate to their customers where their ingredients come from. Offering organic and natural menu items conveys an origin story that younger customers find appealing. Millennial parents are also sparked by the thought that operators are providing organic choices for their children. The downside of the natural and organic wave is availability and price fluctuation. A good tip is to collaborate with companies that can deliver consistently at reasonable prices.





SWEETLY DISTINCT



SALES-BUILDING IDEAS FROM ASR GROUP

How do you set your operation apart, especially with today's ever-evolving consumer demands and desires? Here are some ways to help make your operation sweetly distinct.

FRONT-OF-HOUSE CUES

Show just how committed you are to meeting the varying needs of your patrons by offering a wider variety of beverage sweeteners. Consider adding stevia, turbinado, and **organic** sugar to your sugar caddies and beverage stations.

SPREAD THE WORD

When operators make the investment to add *organic* ingredients back-of-house – including sugars and sweeteners – they should make the fact known to their customers and not miss the opportunity to increase menu appeal. Menu descriptors and waitstaff cues can be effective tools for communicating the use of *organic* ingredients like raw cane sugar or blue agave syrup. Touting *organic* ingredients can help persuade previously guilt-riddled customers to splurge on beverages, appetizers and desserts.

PLAY UP YOUR SOCIAL AWARENESS

Some consumers are changing their eating behavior for reasons other than personal health. For many, eating less processed foods is part of living a more sustainable, environmentally conscious lifestyle. In fact, of consumers who purchase **organic** food, one in three does so to help the environment*. Tie in to these consumers with messaging that shows your commitment to the earth and to those who serve it. For example, look for opportunities to call out specific motivating elements such as *CarbonFree*®, *Fair Trade*®, and *Grown and Made in the USA*.



FEATURED RECIPE



ACAI BOWL

Created by Eleonora Lahud
Research Chef, ASR Group

Bring refreshing, on-trend flair to your menu with this easy-to-create acai bowl. For guests looking to up their smoothie game or those wanting a healthy, tasty option for breakfast (or any meal), this bowl is bursting with flavor.

HOW TO MAKE:

(yields 4 bowls)

Ingredients:

- 2 cups almond milk
- 4 medium bananas, frozen
- 12 strawberries, frozen
- 4 Tablespoons Florida Crystals® Organic Raw Cane Sugar
- 4 Tablespoons organic acai powder
- Fresh fruits for topping
- Granola for topping

Instructions:

1. Combine almond milk, bananas, strawberries, sugar and acai powder in a blender. Blend at high speed until smooth.
2. Pour the mix into four small bowls and top with a variety of fresh fruits and granola. Serve immediately.

ADDITIONAL TIP:

Be creative with your toppings. Shredded coconut and different nut butters can be a great addition to these bowls.



FEATURED PRODUCT



This month's featured product is **Florida Crystals® Organic Raw Cane Sugar**. It's made from pure sun-sweetened sugarcane produced in accordance with the USDA's National Organic Program and certified organic by Quality Assurance International. This highly versatile and earth-friendly sweetener is a fine-granulated, soluble and free-flowing sugar that can be used in a wide range of applications and as a direct replacement for white sugar. Organic sugar has a slight golden tan color and subtle taste profile that is uniquely delicious. Available in a variety of packages and sizes for front-of-house and back-of-house needs.



AVAILABLE IN 50 LB. BAGS

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This exclusive newsletter has been brought to you by ASR Group. Domino Foods, Inc. is a leader and innovator in sweetening solutions with more than 150 years of experience taking sugarcane from the farm to the table. We are proud to provide the brands of sugar, sweeteners, and syrups that foodservice professionals know and trust, including Domino®, C&H®, Florida Crystals® and Tate & Lyle®.

To learn more, contact your ASR Group sales manager or visit us at dfifoodservice.com.

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