



FOODSERVICE

Your Passion. Our Promise.®

Land O'Lakes® Simply on Trend™ The World of Sandwiches



Sandwiches Gaining Popularity and Kick

Sandwiches are a big driver of foodservice growth, with restaurant servings increasing by nearly 2.3 billion over the last five years, according to the NPD Group's Crest® Service. In today's economy, sandwiches are seen as an affordable luxury, making them a good fit for your foodservice offering.

Over the years, the basic sandwich has become a melting pot for culinary ideas. When planning menus, keep in mind that the pastrami-on-rye your dad grew up with is not what today's kids are eating. Understanding and meeting the needs of different generations is key to building a successful offering. Younger generations, for example, prefer sandwiches to be spicy, natural and portable. Regional cuisine is also in big demand, with authenticity becoming more important as the generations get younger.

Restaurant Sandwich* Servings

20.6 billion in 2009 –

up 13% since 2004

*Source: The NPD Group/CREST® YE May 2009 *Data excluding wraps*

Top 10 Sandwich Trends

- Must be bold and spicy
- Seen as an affordable luxury
- Eggs are taking center stage
- Must provide comfort
- Fresh is best
- Must be healthy
- Hamburgers rule the category
- Must be portable
- Regional cuisine is hot
- Dipping adds variety

Customize Menus to Please the Generations



The Baby Boom Generation wants a social experience and healthier foods to meet their changing dietary needs. Serve them:

- Traditional or comfort foods with a modern twist
- Healthier sandwiches with fresh ingredients and sauces
- In a fun way that promotes conversation



Generation Y is constantly on the go, notoriously skips meals and seeks foods that are natural and healthy. Serve them:

- Convenient, easy-to-eat sandwiches (at any time)
- Natural and healthy sandwiches
- Bold and spicy flavors



Generation X wants convenient foods that fit their busy lifestyle and help them connect with friends and family. Serve them:

- Portable, family-friendly sandwiches
- A break from traditional bread and meat sandwiches
- Special flavors or ingredients for a simple indulgence



Gen We has grown up with the idea of natural and local, is proactive about health, and desires fun food on the go. Serve them:

- Portable, easy-to-eat sandwiches
- Natural ingredients and local fare
- A fun variety of flavors

Simply on Trend Menu Ideas



Grilled Free-Range Chicken Breast Sandwich with Caramelized Onions

Marinated and grilled free-range chicken breast topped with sweet caramelized onions, melted **LAND O LAKES® Monterey Jack Cheese with Hot Peppers**. Served on toasted Green Chile Cornbread.

RATIONALE

Natural/Organic • Bold & Spicy • Authentic Regional Flavors



Curried Chickpea Burger

Burger made from chickpeas, green/yellow/red peppers, garlic, ginger, cumin, topped with **Alpine Lace® Reduced Fat Swiss Cheese**. Served on Kaiser rolls with slices of onion, tomato and green lettuce leaves.

RATIONALE

Burger • Healthy • Authentic Regional Flavors



Pork Mojo Wrap

Pulled pork tossed with orange chili mojo. Wrapped inside a tomato tortilla with cilantro lime rice, black beans, roasted bananas, **LAND O LAKES® Shredded Monterey Jack with Jalapeño Peppers** and shredded Romaine lettuce.

RATIONALE

Portable • Bold & Spicy • Authentic Regional Flavors



Pimento Cheese and Fried Egg Burger

Burger topped with fried egg, served on a hoagie roll spread with pimiento butter, topped with melted **LAND O LAKES® Extra Melt® American Cheese with Jalapeños**. Served with mixed greens and tomato slice.

RATIONALE

Eggs • Bold & Spicy • Authentic Regional Flavors

Regional Flavor Preferences

The Baby Boom Generation:

Italian Influence
Mexican/Latin

Generation X:

Mexican/Latin
Cajun/Creole

Generation Y:

Italian Influence
Mexican/Latin
Asian Influence

Source: NPD Group/CREST® YE Feb 2009

Could Eggs Become the Next Burger?

Hamburgers still rule the sandwich category, but watch for chicken, turkey and club sandwiches to continue gaining momentum as the healthy eating trend keeps growing. Egg sandwiches are also an emerging trend on menus throughout the day; in fact, upscale/gourmet menu mentions for eggs have nearly tripled since early 2006.¹

Breakfast sandwiches:

- Ranked as top breakfast menu item in 2008¹
- Beat coffee for #1 breakfast take-out item¹
- Are eaten most by Gen We, Gen X and Gen Y²

¹ Mintel Menu Mentions 2008

² NPD Eating Patterns in America Feb 2008

Simply on Trend™ Webinar Series

- March:
Helping you Win at Breakfast
- June 9:
Customer Pleasing Appetizers & Snacks
- September 1:
The World of Sandwiches
- December 8:
Global Bold & Authentic Flavors



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