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# FUTURE MENUS 4

TOP FOODSERVICE TRENDS  
2026

# FUTURE MENUS 4

**IN 2026, THE FOODSERVICE INDUSTRY IS ALL ABOUT MAKING THE MOST OF WHAT YOU HAVE—DOING MORE WITH LESS, FINDING REAL VALUE, AND MAKING EVERY DISH COUNT.** *Diners are craving food that feels genuine and tells a story,* **WITHOUT THE EXTRA FUSS. WITH TIGHTER BUDGETS, MENUS ARE GETTING SIMPLER, LOCAL INGREDIENTS ARE TAKING CENTER STAGE, AND SMART USE OF RESOURCES MATTER MORE THAN EVER.**

People still want to enjoy their meals, but they're looking for comfort and connection, not just the next big trend. Authenticity is everything: guests want to know where their food comes from and why it matters. Health now means real benefits and good ingredients, not empty buzzwords.

Technology is helping kitchens run smoother and making dining more convenient, but the heart of hospitality—the human touch—remains just as

important. Gen-Z is setting the pace with their focus on value for money, creativity, and experiences that feel personal and real.

For chefs and restaurant owners, **Future Menus 4** is about practical innovation: do what works for your team, tell your story honestly, and serve quality and value for money in every bite. Consider this your toolkit...



# GET #PREPPED FOR TOMORROW WITH UNILEVER FOOD SOLUTIONS



#Prepped for tomorrow

Unilever Food Solutions (UFS), accounting for 20% of Unilever's Foods Business Group, operates in over 75 countries as a dedicated supplier for the food service industry. At our core, we are a business of chefs for chefs. The expertise of our global network of over 250 in-house chefs informs everything we do, establishing our strategy around three key pillars: high-quality products, industry inspiration and best-in-class services.

We recognize the high demands professional chefs place on food products and ingredients to streamline kitchen operations. We specialize in high-quality products that improve profitability, enhance consistency, and help unlock on-trend flavors. Our leading-edge portfolio features power brands like Knorr and Lady's Choice. We excel in creating product recipes that perform exceptionally in professional kitchens and outshine the competition.

Keeping menus trendy and inspiring is a constant challenge for chefs, especially with the ever-evolving influences of social media trends, shifting consumer demands, and economic factors. Our annual Future Menu Trends initiative highlights major global culinary trends, demonstrating how chefs can bring these trends to life in their own kitchens, enhancing both creativity and profitability. We also strive to support chefs by offering an ever-growing selection of unique and classic recipes available on our website.

We understand the pressure and skills required by professional chefs to run a successful kitchen. Our culinary training programmes supply chefs with best-in-class services and food industry tools for professionals in the foodservice industry. From the basics of Food Safety to advanced World Cuisines, we've got it covered. We also aim to improve kitchen environments by fostering a positive culture. Our Positive Kitchens initiative addresses challenging conditions commonly encountered, providing tools, training and inspiration for efficient team management, effective communication and overall well-being.

UFS is constantly pushing to better serve the food service sector by taking a digital-first approach. Our mission is to foster global relationships with professional chefs and culinary communities, encouraging growth and creativity.

# CULINARY



# ROOTS

**Culinary Roots continues the passion and respect for indigenous heritage and culture into 2026, with a new energy about it. Tradition is not just preserved, but celebrated, and food is fuel for fresh creativity. In 2025, the focus was on resurfacing heritage dishes and paying them the reverence they deserve. This year takes a lighter, more joyous tone: ancestral recipes and ancient techniques are made more accessible and relevant to today's diners.**

The appeal is in tasting something real. Gen-Z diners are increasingly drawn to ingredients and dishes

with history, like ancient grains and ancestral stews that tell stories of places, people, and time. Rising political instability is encouraging people to celebrate what's close to home, while concerns for the climate have people looking for super-local, resilient, sustainable ingredients. At the same time, younger generations are creative and open to new interpretations.

Full-service restaurants are the natural homestead for Culinary Roots, where chefs get personal and support local suppliers. Keep note of the growing trends for foraging and one-pot stews, and increased use of

kunafa (beyond Dubai chocolate!) and buckthorn, ingredients with deep cultural histories and community ties.

Culinary Roots goes beyond nostalgia. It's about reimagining heritage as a living, joyful, delicious journey.

# CULINARY ROOTS

**Heritage is Hypey**—Indigenous ingredients and ancient grains are premium, pride of place on modern menus.

**Low and Slow is in Style**—Tagines, koshari, egusi soup. Family style and fire cooking.

**Spices are Personal**—DIY dry rubs, Indonesian bumbu kits. Spices are hands-on and hyper local.

**Chefs as Storytellers**—Think Gen-Z remixing grandma’s recipes.

**Cuisine = Identity**—Oaxacan, Andean, and Emirati food are booming as diners crave authenticity. Africa emerges as the next area of discovery.

## TRENDING CUISINE

The distribution of cuisines indicates a volatility in regional cuisine interest.

**Basque**  
A Southwestern European cuisine spanning Spain and France.

**Oaxacan**  
A southern Mexican cuisine.

**Emirati**  
A diverse span of the UAE.

**Algerian**  
North African cuisine.

**Sichuan**  
From the southwestern Chinese province.

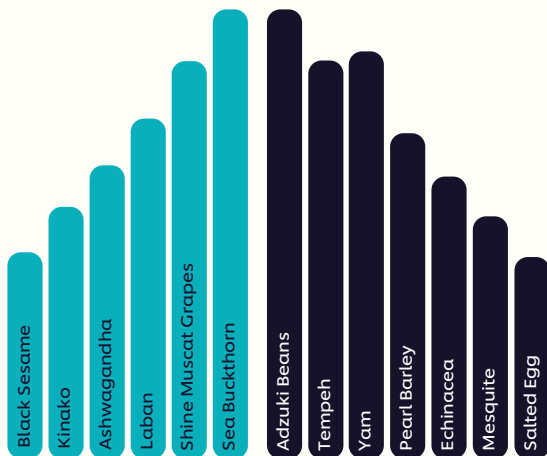
**Andean**  
A range from Colombia, Ecuador, Peru, Bolivia, Argentina and Chile.



**KEY** ■ Trending ■ Emerging

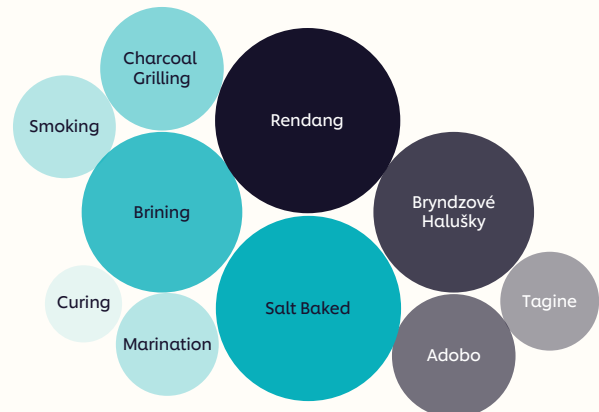
## TRENDING AND EMERGING INGREDIENTS

Local, often foraged, provenance with functional benefits.



## TRENDING AND EMERGING TECHNIQUES

Viral trends and tactile cultural connection.



# INGREDIENTS TO WATCH

## CULINARY ROOTS

WRITTEN BY Ryan Cahill

WANT YOUR DISHES TO ATTRACT ATTENTION? CONSIDER THESE TRENDING INGREDIENTS IN YOUR *Culinary Roots* RECIPES.



**Culinary Roots is about tapping into our heritage dishes. It's a celebration of local history and an opportunity to shine a spotlight on the recipes that are intrinsically linked to our identities—something which has become increasingly important for younger generations**

**For 2026, there are some stand-out ingredients that are making their mark within Culinary Roots. Consider incorporating these into your Culinary Roots creations to grab the attention of diners...**

### Yuzu

Yuzu is a Japanese citrus fruit, which is both sour yet floral. It offers a fragrant twist to sauces, desserts, cocktails, and dressings, often in place of lemon or lime for a more unique flavor profile. Its versatility and exotic aroma make it a firm favorite globally.

### Turmeric

Turmeric is an earthy, golden root used for centuries in South Asian and Middle Eastern cooking. Now known internationally for both its flavor and health benefits, it often appears in lattes, soups, sauces, and wellness bowls. Its deep color and anti-inflammatory properties have made it a staple in Culinary Roots, and the possibilities of its use continue to grow and develop.

### Black Sesame

Regularly used across East Asian and Middle Eastern cuisine, Black Sesame offers a nutty and roasted flavor. It's regularly used in ice-cream and Tahini-style spreads, savory crusts and plant-based milks and is often utilized for texture and a hint of bitterness to both sweet and savory dishes.

### Tamarind

Tamarind is a tangy, somewhat sweet pulp used in cuisines from Thailand to Mexico to India. It adds Umami and a lightness to chutneys and sauces across diverse culinary traditions. Its global versatility and bold flavor make it a go-to for chefs crafting cross-cultural Street Food and sauces.

### Tempeh

Tempeh is a fermented soybean product from Indonesia, rich in protein and gut-friendly probiotics. Its firm texture and nutty flavor make it ideal for grilling, stir-frying, or marinating in global Street Food formats. Tempeh fits perfectly into plant-based and fusion menus, bridging Southeast Asian tradition with modern health trends.

# HOW TO MAKE A RESTAURANT PROFITABLE (AND KEEP IT THAT WAY)

WRITTEN BY Dino Bonačić

HERE, UFS EXPERTS OFFER SOLUTIONS TO HELP YOUR BUSINESS TURN A PROFIT – *time and time again!*



**Behind the beautifully garnished plates and the Instagrammable ambiance lies the cold, hard reality: food establishments often run on razor-thin profit margins.**

**However, our research suggests that operators are getting smarter—there's a growing focus on extracting value from cheaper ingredients. Think tinned fish, upcycled pastries, fermented foods and tiered twists on global favorites.**

**These simple suggestions might just be the key to turning a profit...**

## 1. Versatile Concepts

Fried chicken is a global favorite, but its preparation and presentation vary widely. From the U.S. drive-thru, casual Asian or Latin American, to elevated European dining, this dish offers a unique opportunity for operators to maximize profitability while meeting diverse consumer expectations. The beauty of fried chicken lies in its adaptability. By leveraging one common ingredient—chicken—and pairing it with a signature sauce like gravy, operators can create multiple menu applications that fit different cost and labor models. This approach ensures consistency, scalability, and strong margins.

## 2. Tiered Applications

There are three simple ways to approach fried chicken recipes. First up, a basic application concept which is simple, low-labor and cost-effective. An example would be classic fried chicken

served with ready-to-use gravy (e.g. Knorr Chicken Gravy). The profit advantages include minimal prep time, easy execution, and high throughput for QSRs and commissaries. Simple customizations include gluten-free flour or plant-based swaps for dietary needs. Next up is an elevated application with a concept that adds creativity without sacrificing efficiency. This could be fried chicken thighs topped with kimchi slaw or a fried egg for a premium twist. There's slightly higher labor but increased value, making it ideal for casual dining and grab-and-go formats. Incorporate regional flavors like curry-infused gravy for borderless appeal. Finally, we have highly skilled applications – refined, chef-driven dishes for premium markets. This could be brined chicken breast with pickled radish, beet puree, and herb-enhanced gravy. Here, you have a higher ticket price offsetting the labor, perfect for full-service restaurants.

An appealing add-on could include gut-health ingredients or “better-for-you” positioning to attract health-conscious diners! These solutions are designed for scalability, supporting central production kitchens and multi-unit chains. They offer flexibility to work across quick-service and full-service restaurants as well as retail distributors. With a clear tiered structure, they also enhance profitability by helping operators choose concepts that best align with their business model.

### 3. The Power of Data

Profitability is mastered off the plate. Data is the lifeline of a sustainable restaurant. By analyzing sales patterns, you can forecast customer flow and plan your purchases more

accurately, reducing waste and avoiding stockouts. Researching ingredient prices when developing recipes helps in understanding your food cost percentage. And don't ignore the past! Instead, look back and use historical data to determine peak dining times and staff.

### 4. The Unsung Hero of Profitability

By using a consistent, high-performing base—like Knorr products—chefs can reduce prep time and labor, maintain flavor integrity under varied conditions such as heat lamps and high-acid environments, and create endless variations with minimal additional cost such as adding herbs, spices, or fermented elements.

### 5. Profitability Is a Daily Grind

Achieving profitability isn't a one-time milestone; it's an ongoing effort. Efficiency, creativity, and adaptability are your best friends. From rethinking your mise en place to embracing new preservation techniques like dehydration and pickling, every little adjustment can make a difference. Running a profitable and sustainable restaurant might be a challenge, but for those who do it right, the rewards—financial and otherwise—are oh-so-satisfying.



# SINIGANG NA ISDA SA MISO

WITH MUSTARD GREENS





# SINIGANG NA ISDA SA MISO WITH MUSTARD GREENS

BY **KENNETH CACHO**

A refined take on sinigang na isda featuring red snapper simmered gently in a tamarind broth enriched with miso. Bright sourness leads the flavor, supported by subtle umami and fresh greens for a clean, comforting Filipino soup.



**KENNETH CACHO**  
Country Executive Chef  
Unilever Food Solutions, Philippines



**KNORR SINIGANG SA SAMPALOK MIX**  
Sour-savory sinigang flavor made with real tamarind

## INGREDIENTS

### Prepare the Sinigang Broth Base

750 ml Water  
50 g Ginger, sliced  
25 g Garlic  
100 g Onions, sliced  
**20 g Knorr Sinigang Sa Sampalok Mix 1kg**  
50 g Miso  
120 g Radish, sliced  
20 g Green Chilies

### Poach the Fish Carefully

1 kg Red Snapper, cut into serving pieces  
250 g Mustard Leaves  
Salt, as needed  
Black Pepper, as needed  
20 g Calamansi Juice

## METHOD

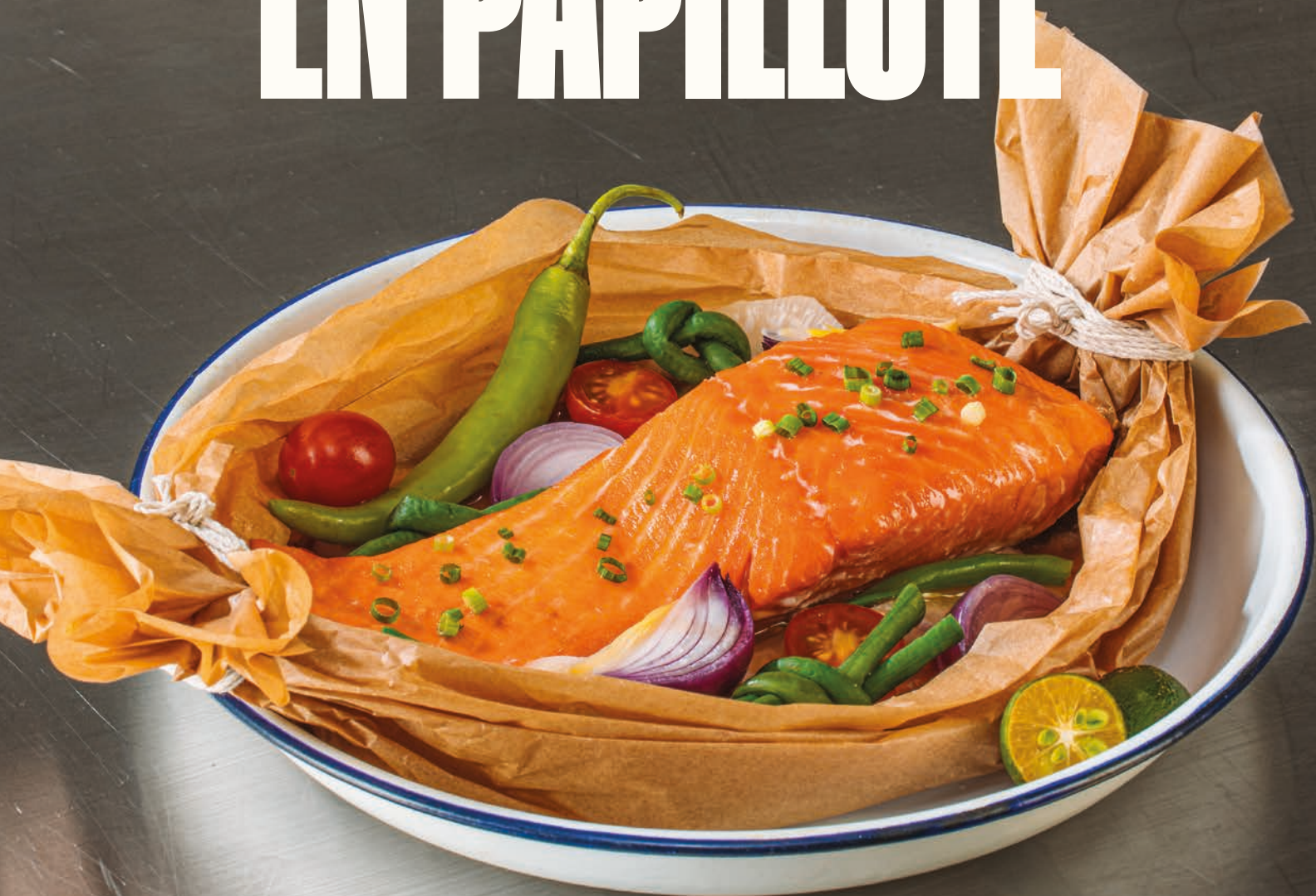
### PREPARE THE SINIGANG BROTH BASE

- 1 In a pot, bring water to a gentle simmer. Add ginger, garlic, and onions. Simmer for 5 to 7 minutes until aromatic and lightly sweet.
- 2 Stir Knorr Sinigang into the simmering broth. Simmer for 2 to 3 minutes.
- 3 Taste and adjust sourness so it is clean and refreshing, not sharp.
- 4 Lower the heat. Dissolve miso in a ladleful of hot broth. Gently return the mixture to the pot. Stir lightly to combine.
- 5 Add radish and green chilies to the broth. Simmer for 3 to 4 minutes until the radish is just tender.

### POACH THE FISH CAREFULLY

- 1 Gently add the fish to the pot. Simmer without boiling for 5 to 7 minutes until just cooked.
- 2 Do not stir. Gently shake the pot if needed.
- 3 Add mustard leaves to the pot. Cook for 30 to 60 seconds until just wilted.
- 4 Season with salt and pepper to taste. Turn off the heat.
- 5 Finish with calamansi juice for fresh acidity. Serve hot in bowls. Pair with steamed rice on the side.

# SINIGANG NA SALMON EN PAPILOTE



WITH VEGETABLES



# SINIGANG NA SALMON EN PAPILOTE WITH VEGETABLES

BY **KENNETH CACHO**

A modern reinterpretation of sinigang, this salmon en papillote features individual fillets gently steamed in parchment with a sour tamarind broth, fresh vegetables, and pork fat for richness. The sealed cooking method preserves moisture, flavor, and aroma, delivering a clean, bright dish with refined presentation.

## INGREDIENTS

### Season the Salmon

1000 g Salmon Fillet

Salt, as needed

Black Pepper, as needed

### Prepare the Sinigang Broth Base

500 g Fish Stock

**20 g Knorr Sinigang Sa Sampalok Mix 1 kg**

### Prepare the Papillote Base

250 g Cherry Tomatoes

200 g Red Onions, sliced

25 g Garlic, sliced

250 g Radish, sliced

150 g French Beans

250 g Fresh Sitaw Beans

30 g Green Chilies

250 g Pork Fat, diced

### Assemble the Papillote and Bake

Seasoned Salmon Fillets

Prepared Sinigang Broth

### Finish and Serve the Dish

100 g Calamansi Juice

25 g Spring Onions, sliced



### **KENNETH CACHO**

Country Executive Chef  
Unilever Food Solutions, Philippines



### **KNORR SINIGANG SA SAMPALOK MIX**

Sour-savory sinigang flavor made with real tamarind

## METHOD

### SEASON THE SALMON

- 1 Portion the salmon into individual fillets, about 160–200 g each.
- 2 Season lightly with salt and black pepper.
- 3 Keep refrigerated until ready to assemble.

### PREPARE THE SINIGANG BROTH BASE

- 1 Warm the fish stock in a pot.
- 2 Dissolve the Knorr Sinigang Mix completely.
- 3 Taste and adjust. The broth should be sour-forward and lightly savory. Keep warm.

### PREPARE THE PAPILOTE BASE

- 1 Preheat oven to 180°C.
- 2 Cut parchment paper into large heart or rectangle shapes, one per portion.
- 3 At the center of each parchment, scatter a small amount of pork fat.
- 4 Layer red onions, garlic, radish, French beans, sitaw, cherry tomatoes, and green chilies.
- 5 Season vegetables lightly with salt and pepper.

### ASSEMBLE THE PAPILOTE AND BAKE

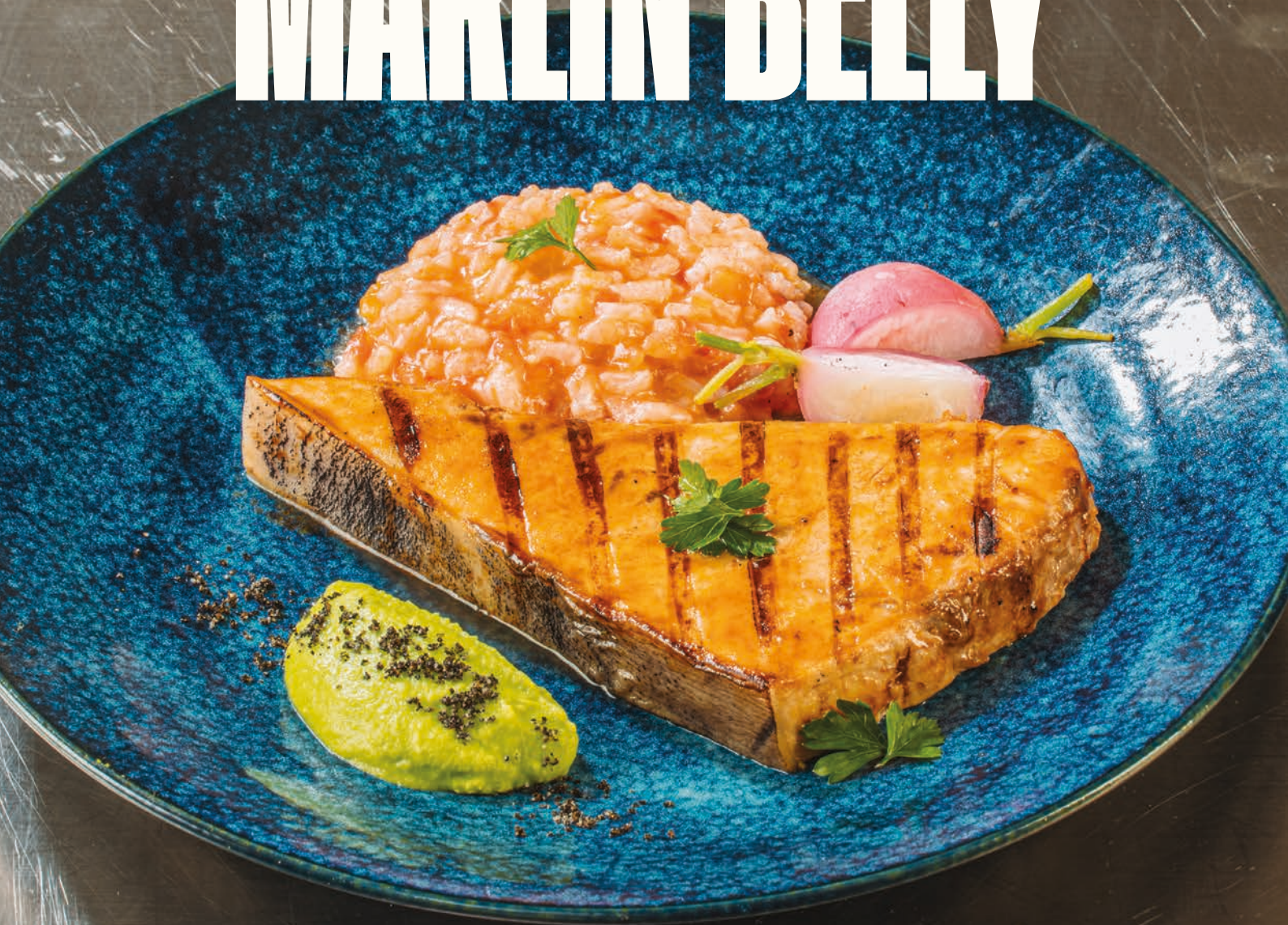
- 1 Place one salmon fillet on top of the vegetables.
- 2 Spoon 60–80 g of warm sinigang broth over each portion.
- 3 Add a few more pieces of pork fat on top to baste the fish during cooking.
- 4 Fold parchment tightly to form a sealed packet.
- 5 Place packets on a tray and bake at 180°C for 12–15 minutes, depending on thickness.
- 5 The packet should inflate slightly, indicating proper steam circulation.

### FINISH AND SERVE THE DISH

- 1 Carefully open the papillote just before service.
- 2 Finish with fresh calamansi juice and sliced spring onions.
- 3 Adjust seasoning only if needed.
- 4 Serve immediately, ideally with steamed rice on the side.



# GRILLED MARLIN BELLY



WITH TAMARIND RISOTTO  
AND VEGETABLES



# GRILLED MARLIN BELLY WITH TAMARIND RISOTTO AND VEGETABLES

BY **KENNETH CACHO**

This grilled marlin belly dish balances bold sourness and smoke with creamy risotto and clean vegetable components. Designed for efficient prep and layered plating, it offers strong visual impact and consistent execution for contemporary menus.



**KENNETH CACHO**  
Country Executive Chef  
Unilever Food Solutions, Philippines

## INGREDIENTS

### Create the Charred Eggplant Powder

250 g Eggplant  
Salt, as needed  
Black Pepper, as needed  
10 ml Calamansi Juice

### Blend the Green Bean Purée

200 g Green Beans, chopped  
15 g Garlic, minced  
50 g Onions, chopped  
25 g Pork Fat  
50 ml Cooking Cream

### Braise the Red Radishes Gently

150 g Red Radishes, cleaned  
80 g Unsalted Butter  
300 ml Water

### 15 g Knorr Chicken Broth Base 1.5kg

5 g White Sugar

### Cook the Sinigang Risotto

25 g Garlic  
100 g Onions  
300 g Tomatoes, peeled, deseeded, diced

120 g Arborio Rice, toasted

### 10 g Knorr Sinigang Sa Sampalok Mix 1kg

12 g Fish Sauce  
25 g Knorr Chicken Broth Base 1.5kg  
1000 ml Boiling Water  
100 g Butter

### Grill the Marlin Belly Steaks

1000 g Marlin Belly, cut into 100 g steaks  
Salt, as needed  
Black Pepper, as needed

### 15 g Knorr Sinigang Sa Sampalok Mix 1kg

80 ml Pork Fat

### Plate the Dish Progressively

Prepared Tamarind Risotto  
Grilled Marlin Belly  
Buttered Red Radishes  
Green Bean Purée  
Charred Eggplant Powder



**KNORR SINIGANG SA SAMPALOK MIX**  
Sour-savory sinigang flavor made with real tamarind



**KNORR CHICKEN BROTH BASE**  
Adds rich, meaty chicken flavor to cooked dishes

## METHOD

### CREATE THE CHARRED EGGPLANT

- 1 Cut eggplants lengthwise and season with salt and black pepper. Drizzle with calamansi juice and rub evenly.
- 2 Marinate overnight under refrigeration.
- 3 Dry in a dehydrator or oven at 55°C until completely dry. Torch or char until deeply blackened. Blend into a fine powder, strain, and reserve.

### BLEND THE GREEN BEAN PURÉE

- 1 Render pork fat in a saucepan over medium heat. Sauté garlic and onions until soft and aromatic.
- 2 Add green beans and cook briefly until bright green. Add cream and simmer gently.
- 3 Blend until smooth. Pass through a fine sieve and keep warm.

### BRAISE THE RED RADISHES GENTLY

- 1 Combine radishes, butter, water, Knorr Chicken Broth, and sugar in a pan.
- 2 Cover and simmer gently until radishes are tender and glossy.
- 3 Uncover and reduce liquid to a light glaze. Adjust seasoning and keep warm.

### COOK THE SINIGANG RISOTTO

- 1 Sauté garlic and onions in a wide pot with a little butter until translucent. Add arborio rice and stir to coat.
- 2 Add tomatoes and cook until softened and jammy. Stir in Knorr Sinigang, fish sauce, and Knorr Chicken Broth.
- 3 Gradually add boiling water while stirring until rice is creamy and al dente. Finish with remaining butter and adjust seasoning.

### GRILL THE MARLIN BELLY STEAKS

- 1 Season marlin belly generously with salt and black pepper.
- 2 Rub lightly with pork fat and Knorr Sinigang.
- 3 Grill over high heat until well charred outside and just cooked inside. Rest briefly before plating.

### PLATE THE DISH PROGRESSIVELY

- 1 Spoon tamarind risotto into the center of the plate. Place grilled marlin belly on top.
- 2 Arrange buttered radishes alongside. Pipe or spoon green bean purée for contrast.
- 3 Finish with a light dusting of charred eggplant powder.



# TRADITIONAL LA PAZ PORK BATCHOY



WITH MIKI NOODLES



# TRADITIONAL LA PAZ PORK BATCHOY WITH MIKI NOODLES

BY **KENNETH CACHO**

This traditional La Paz pork batchoy delivers a deeply savory, pork-forward broth built for volume cooking and fast assembly. Its make-ahead broth and customizable garnishes allow consistent execution while offering comfort and high perceived value on Filipino menus.

## INGREDIENTS

### Simmer the Pork Broth Base

3000 g Water  
350 g Pork Kasim  
250 g Pork Mask  
200 g Pork Intestines  
200 g Onions  
5 g Ground Black Pepper

### 60 g Knorr Pork Broth Base 1.5kg

50 g Guinamos or Alamang  
200 g Pork Liver

### 15 g Knorr Chicken Powder 1kg

### Blanch the Miki Noodles

500 g Miki Noodles

### Finish with Traditional Garnishes

Prepared Miki Noodles  
Sliced Pork Kasim  
Sliced Pork Mask  
Sliced Pork Intestines  
Sliced Pork Liver  
Very Hot Batchoy Broth  
75 g Crispy Garlic  
75 g Pork Chicharon, crushed  
30 g Spring Onions, sliced  
Black Pepper Powder, as needed  
**Knorr Chicken Powder 1kg, as needed**



**KENNETH CACHO**  
Country Executive Chef  
Unilever Food Solutions, Philippines



### KNORR CHICKEN POWDER

Enhances chicken meatiness in soups and cooked dishes



### KNORR PORK BROTH BASE

Adds rich, meaty pork flavor to soups and dishes

## METHOD

### SIMMER THE PORK BROTH BASE

- 1 Combine water, pork kasim, pork mask, and pork intestines in a large stockpot.
- 2 Bring to a boil, skimming impurities as they rise.
- 3 Lower to a gentle simmer.
- 4 Add onions and ground black pepper.
- 5 Simmer uncovered for 1½ to 2 hours until meats are tender and broth turns rich and milky.
- 6 Add Knorr Pork Broth and guinamos to the simmering pot.
- 7 Continue simmering for 10 to 15 minutes.
- 8 Taste and adjust seasoning. The broth should be savory, pork-forward, and pepper-led with light fermented depth.
- 9 Add pork liver to the simmering broth only during the last 3 to 5 minutes.
- 10 Remove immediately once just cooked.
- 11 Slice thinly and reserve.
- 12 Lightly dust with Knorr Chicken Powder just before assembly.

### BLANCH THE MIKI NOODLES

- 1 Bring a separate pot of water to a boil.
- 2 Blanch miki noodles briefly until just tender.
- 3 Drain thoroughly.
- 4 Portion into serving bowls.

### FINISH WITH TRADITIONAL GARNISHES

- 1 Place miki noodles at the base of each bowl.
- 2 Arrange pork kasim, pork mask, intestines, and liver on top.
- 3 Ladle very hot broth generously over the meats and noodles.
- 4 Top each bowl with crispy garlic, crushed chicharon, and spring onions.
- 5 Finish with extra black pepper powder.
- 6 Add a light sprinkle of Knorr Chicken Powder as final seasoning.
- 7 Serve piping hot.
- 8 Pair with puto or steamed rice on the side.







# SPECIAL CHICKEN BATCHOY WITH CHILI-GARLIC ATSUETE OIL

BY **KENNETH CACHO**

This special chicken batchoy delivers a deeply savory, Visayan-style broth with multiple chicken cuts for strong value perception. Built for make-ahead service, it allows fast bowl assembly while offering layered textures and customizable heat for Filipino menus.



**KENNETH CACHO**  
Country Executive Chef  
Unilever Food Solutions, Philippines

## INGREDIENTS

### Build the Chicken Batchoy Broth

3000 g Water  
1000 g Whole Chicken  
200 g Onions  
100 g Leeks  
5 g Black Pepper  
**60 g Knorr Chicken Broth Base 1.5kg**  
50 g Guinamos or Alamang

### Blanch the Malunggay Miki

500 g Malunggay Miki

### Cook and Prepare the Chicken Liver

250 g Chicken Liver

### 20 g Knorr Chicken Powder 1kg

### Prepare the Inasal Isaw and Gizzard

250 g Chicken Isaw  
250 g Chicken Gizzard

### Make Crispy Garlic and Skin Chicharron

75 g Garlic, chopped  
200 g Chicken Skin

### Mix the Inasal Glaze and Grill

50 ml Atsuete Oil  
50 g Garlic  
75 g Ginger  
**20 g Knorr Chicken Powder 1kg**  
**20 g Knorr Liquid Seasoning 3.8L**  
80 ml Tuba Vinegar  
50 g Calamansi Juice  
50 g Muscovado Sugar

### Assemble the Batchoy Bowls

Prepared Malunggay Miki  
Sliced Chicken Liver  
Sliced Chicken Meat  
Very Hot Chicken Batchoy Broth  
Crispy Garlic  
Chicken Skin Chicharron  
75 g Spring Onions, sliced  
Black Pepper, as needed  
Inasal Isaw and Gizzard Skewers



**KNORR CHICKEN BROTH BASE**  
Adds rich, meaty chicken flavor to cooked dishes



**KNORR CHICKEN POWDER**  
Enhances chicken meatiness in soups and cooked dishes



**KNORR LIQUID SEASONING**  
Iconic liquid seasoning with robust flavor and aroma

## METHOD

### BUILD THE CHICKEN BATCHOY BROTH

- 1 Boil the whole chicken until just cooked.
- 2 Break down the chicken. Reserve bones and carcass for broth and meat for topping.
- 3 In a large pot, combine bones, carcass, meat, and water.
- 4 Bring to a boil, skim impurities, then reduce to a steady simmer.
- 5 Add onions, leeks, and black pepper.
- 6 Simmer uncovered for 75 to 90 minutes until the broth is full bodied and aromatic.
- 7 Add Knorr Chicken Broth Base and stir until fully dissolved.
- 8 Add guinamos and simmer for 10 minutes to melt into the broth.
- 9 Taste and adjust. The flavor should be savory, pepper-led, and gently funky.

### BLANCH THE MALUNGGAY MIKI

- 1 Blanch miki briefly in boiling water until just tender.
- 2 Drain well and portion into bowls.

### COOK AND PREPARE THE CHICKEN LIVER

- 1 Add chicken liver to the simmering broth for 3 to 4 minutes only.
- 2 Remove immediately once just cooked.
- 3 Slice thinly and reserve.
- 4 Lightly dust with Knorr Chicken Powder before service.

### PREPARE THE INASAL ISAW AND GIZZARD

- 1 Clean isaw thoroughly and par boil until tender. Drain well.
- 2 Par boil gizzards until just tender and slice thickly. Skewer both for grilling.

### MAKE CRISPY GARLIC AND SKIN CHICHARRON

- 1 Slow fry garlic until golden and aromatic.
- 2 Drain and reserve.
- 3 Render chicken skin slowly until fat releases and skin turns deep golden.
- 4 Chop or crush into coarse chicharron.

### MIX THE INASAL GLAZE AND GRILL

- 1 Combine all ingredients until sugar dissolves.
- 2 Reserve a small portion as dipping sauce.
- 3 Grill skewers over medium high heat.
- 4 Baste repeatedly until glossy and lightly charred. Remove and rest briefly.

### ASSEMBLE THE BATCHOY BOWLS

- 1 Place miki noodles at the base of each bowl. Add sliced chicken meat and liver.
- 2 Ladle piping hot broth generously over.
- 3 Finish bowls with crispy garlic, chicharron, and spring onion. Add extra black pepper if desired.
- 4 Serve with inasal isaw and gizzard skewers and reserved dipping sauce on the side.



# ALBONDIGAS AT MISUA



**WITH PORK MEATBALLS  
AND BONE MARROW**



# ALBONDIGAS AT MISUA WITH PORK MEATBALLS AND BONE MARROW

BY **KENNETH CACHO**

This progressive Ilonggo soup combines tender pork albondigas, fine misua noodles, and a guinamos pork broth enriched with bone marrow. Designed for make-ahead broth and fast bowl assembly, it delivers depth, texture, and premium appeal with controlled portions.



**KENNETH CACHO**  
Country Executive Chef  
Unilever Food Solutions, Philippines

## INGREDIENTS

### Render the Pork Knuckle Broth Base

50 g Pork Fat  
50 g Garlic  
200 g Onions  
1000 g Pork Knuckles  
3000 g Water  
**60 g Knorr Pork Broth Base 1.5kg**  
2 g Black Pepper  
50 g Guinamos or Alamang

### Form the Liver Enriched Albondigas

750 g Ground Pork  
75 g Pork Liver  
100 g Kutchay  
50 g Garlic  
2 pcs Eggs  
**100 g Knorr Oyster Flavoured Sauce 3.6kg**  
50 g Soy Sauce  
**20 g Knorr Chicken Powder 1kg**  
2 g Black Pepper

### Poach the Albondigas Gently

Prepared Albondigas  
Hot Pork Knuckle Broth  
250 g Bone Marrow  
100 ml Scallion Oil

### Prepare Misua Two Ways

200 g Misua

### Assemble the Progressive Batchoy Bowl

75 g Crispy Garlic  
250 g Crispy Onions  
150 g Pork Chicharron  
Soft Misua  
Crisp Misua  
Poached Albondigas  
Hot Guinamos Pork Broth



**KNORR PORK BROTH BASE**  
Adds rich, meaty pork flavor to soups and dishes



**KNORR CHICKEN POWDER**  
Enhances chicken meatiness in soups and cooked dishes



**KNORR OYSTER SAUCE**  
Balanced oyster sauce for Filipino and Asian dishes

## METHOD

### RENDER THE PORK KNUCKLE BROTH

- 1 Render pork fat in a stockpot over medium heat until aromatic.
- 2 Add garlic and onions. Sweat gently until softened and lightly golden.
- 3 Add pork knuckles and water. Bring to a boil, then reduce to a steady simmer.
- 4 Skim impurities for a cleaner broth.
- 5 Stir in Knorr Pork Broth and black pepper.
- 6 Simmer 60 to 90 minutes until the broth is full bodied and porky.
- 7 Add guinamos to the simmering broth.
- 8 Cook 10 minutes until fully dissolved and rounded.
- 9 Taste and adjust seasoning. The profile should be pepper forward and savory.

### FORM THE LIVER ENRICHED ALBONDIGAS

- 1 Finely mince pork liver until paste like.
- 2 Combine all ingredients in a bowl.
- 3 Mix until sticky and well bound.
- 4 Portion into 25 to 30 g balls, about 30 to 36 pieces.

### POACH THE ALBONDIGAS GENTLY

- 1 Bring the broth to a gentle simmer.
- 2 Poach albondigas in batches for 6 to 8 minutes.
- 3 Remove once cooked and springy.
- 4 Hold albondigas warm in broth until assembly.
- 5 Warm a ladle of broth without boiling.
- 6 Add bone marrow and poach 2 to 3 minutes until soft.
- 7 Mash marrow and whisk in scallion oil until smooth and glossy.

### PREPARE MISUA TWO WAYS

- 1 Blanch 120 g misua for 10 to 20 seconds until just tender. Drain.
- 2 Toss remaining 80 g misua with a small amount of marrow oil.
- 3 Toast gently in a dry pan until crisp and brittle.

### ASSEMBLE THE PROGRESSIVE BATCHOY

- 1 Place soft misua at the center of the bowl. Arrange 3 to 4 albondigas on top.
- 2 Ladle very hot broth around the noodles.
- 3 Finish with marrow scallion oil.
- 4 Top with crispy garlic, crispy onions, crushed chicharron, and crisp misua.



# PEANUT BUTTER POUND CAKE

WITH MACAPUNO  
AND BANANA TOFFEE





# PEANUT BUTTER POUND CAKE WITH MACAPUNO AND BANANA TOFFEE

BY **KENNETH CACHO**

This peanut butter pound cake delivers a moist crumb with layered textures from macapuno, banana muscovado toffee, and crunchy peanut crumble. Designed for make-ahead baking and clean slicing, it offers consistent portions and strong dessert appeal.



**KENNETH CACHO**  
Country Executive Chef  
Unilever Food Solutions, Philippines



**LADY'S CHOICE  
PEANUT BUTTER**  
Creamy peanut butter ideal for  
kare-kare, sandwiches and dips

## INGREDIENTS

### Cream the Pound Cake Batter

250 g Unsalted Butter,  
softened

### 180 g Lady's Choice Peanut Butter Creamy 1kg

180 g Muscovado  
Sugar

70 g Caster Sugar

200 g Whole Eggs

120 g Banana Purée

80 g Milk

280 g All Purpose Flour

6 g Baking Powder

### Prepare the Macapuno Layer

180 g Macapuno  
Strings

60 g Coconut Cream

25 g Caster Sugar

1 g Fine Salt

### Make the Peanut Crumble

90 g All Purpose Flour

70 g Muscovado Sugar

60 g Unsalted Butter,  
cold

60 g Crunchy Peanut  
Butter

50 g Roasted Peanuts,  
chopped

1 g Fine Salt

### Cook the Banana Muscovado Toffee

120 g Muscovado  
Sugar

70 g Unsalted Butter

150 g Banana, diced

100 g All Purpose  
Cream

3 g Vanilla Extract

1.5 g Fine Salt

### Layer and Bake the Pound Cake

Prepared Pound Cake  
Batter

Prepared Macapuno  
Layer

Prepared Banana  
Toffee

1 pc Banana, halved  
lengthwise for garnish

Prepared Peanut  
Crumble

Optional Banana  
Toffee, warmed

## METHOD

### CREAM THE POUND CAKE BATTER

- 1 Cream butter and peanut butter until smooth.
- 2 Add muscovado sugar and caster sugar. Cream until light.
- 3 Add eggs gradually, mixing well after each addition.
- 4 Mix in banana purée and milk.
- 5 Fold in sifted flour and baking powder until just combined.
- 6 Rest batter for 10 minutes.

### PREPARE THE MACAPUNO LAYER

- 1 Gently warm coconut cream with caster sugar and salt.
- 2 Fold in macapuno strings.
- 3 Cool completely before layering.

### MAKE THE PEANUT CRUMBLE

- 1 Rub flour, sugar, butter, and peanut butter until crumbly.
- 2 Fold in chopped peanuts and salt.
- 3 Bake at 165°C until golden and crisp. Cool completely.

### COOK THE BANANA MUSCOVADO TOFFEE

- 1 Melt muscovado sugar and butter in a saucepan.
- 2 Add diced banana and cook gently.
- 3 Pour in cream and vanilla.
- 4 Simmer until thick and glossy.
- 5 Season lightly with salt and cool.

### LAYER AND BAKE THE POUND CAKE

- 1 Line a loaf pan. Fill halfway with batter.
- 2 Add macapuno layer and spoon banana toffee evenly.
- 3 Top with remaining batter and garnish with banana.
- 4 Bake at 165°C for 65 to 75 minutes. Bake until internal temperature reaches 96 to 98°C.
- 5 Cool cake completely before unmolding. Finish with peanut crumble on top.
- 6 Drizzle lightly with warm banana toffee if desired.



# BRASO DE CACHO



WITH SWEET  
SALTED EGG CUSTARD



# BRASO DE CACHO WITH SWEET SALTED EGG CUSTARD

BY **KENNETH CACHO**

This braso de cacho pairs a delicate egg white meringue with rich salted egg custard and almond gulaman for contrast in texture and flavor. Designed for advance component preparation and clean slicing, it delivers consistent presentation and refined dessert appeal.

## INGREDIENTS

### Whip the Meringue Base

200 g Egg Whites, fresh and room temperature

1 g Cream of Tartar, stabilizer

1 g Fine Salt

250 g Caster Sugar

5 g Vanilla Extract, optional

### Bake the Meringue Sheet

Prepared Meringue Base

### Prepare the Salted Egg Custard

150 g Salted Egg Yolks, steamed and mashed

250 g Sweetened Condensed Milk

200 g Evaporated Milk

30 g Unsalted Butter

5 g Vanilla Extract

1 g Fine Salt, adjust to taste

### Set the Almond Gulaman Bits

10 g Carte D'Or Crystal Clear Unflavored Gulaman 1kg or Agar Powder

60 g Sugar

500 g Water

60 g Roasted Almonds, chopped

### Assemble and Roll the Braso

Baked Meringue Sheet

Prepared Salted Egg Custard

Prepared Almond Gulaman Bits

### Finish and Serve

20 g Powdered Sugar, for dusting



### KENNETH CACHO

Country Executive Chef  
Unilever Food Solutions, Philippines



### CARTE D'OR GULAMAN CRYSTAL CLEAR UNFLAVORED

Easy-to-use unflavored gulaman mix for dessert creations

## METHOD

### WHIP THE MERINGUE BASE

- 1 Preheat oven to 160°C and line a flat baking tray with parchment paper.
- 2 Place egg whites in a clean, dry, grease-free bowl and whip at medium speed until foamy.
- 3 Add cream of tartar and salt; continue whipping until soft peaks form.
- 4 Gradually add caster sugar while whipping, then increase speed until stiff, glossy peaks form.
- 5 Gently fold in vanilla extract.

### BAKE THE MERINGUE SHEET

- 1 Spread the meringue evenly into a rectangle about 6-8 mm thick.
- 2 Smooth the surface with an offset spatula.
- 3 Bake at 160°C for 18-22 minutes, until dry to the touch and lightly golden.
- 4 Remove from oven and leave on the tray.
- 5 Cool completely at room temperature before assembling.

### PREPARE THE SALTED EGG CUSTARD

- 1 Steam salted egg yolks for 10-12 minutes until fully cooked; mash while warm until very smooth and sieve if needed.
- 2 Combine condensed milk and evaporated milk in a saucepan; heat over low heat, stirring constantly-do not boil.
- 3 Gradually add mashed yolks, stirring until fully smooth and lump-free.
- 4 Cook on low heat, stirring continuously, until the custard is thick, glossy, and spreadable.
- 5 Remove from heat, stir in butter and vanilla, adjust salt, and cool completely.

### SET THE ALMOND GULAMAN BITS

- 1 Combine gulaman powder and sugar in a saucepan.
- 2 Add water and whisk until fully dispersed.
- 3 Bring to a full boil, stirring continuously, and boil for 1-2 minutes to activate agar.
- 4 Stir in chopped almonds and pour into a shallow tray.
- 5 Allow to set, chill until firm, then cut into small cubes.

### ASSEMBLE AND ROLL THE BRASO

- 1 Gently loosen the cooled meringue from the parchment paper.
- 2 Spread an even layer of salted egg custard, leaving a small border on one long side.
- 3 Sprinkle almond gulaman bits evenly over the custard.
- 4 Roll tightly from the long edge using the parchment as a guide.
- 5 Wrap and chill for at least 30 minutes to set.

### FINISH AND SERVE

- 1 Unwrap the chilled braso de cacho.
- 2 Lightly dust with powdered sugar.
- 3 Trim edges for clean presentation if needed.
- 4 Slice using a sharp, clean knife (wipe between cuts).
- 5 Serve chilled or slightly tempered.



# TIRAMISU ALA GELLANTINA



WITH COFFEE JELLY  
AND MASCARPONE



# TIRAMISU ALA GELLANTINA WITH COFFEE JELLY AND MASCARPONE

BY **KENNETH CACHO**

This tiramisu ala gellantina offers a refined take on the classic dessert using jellied mascarpone and coffee jelly for clean layers and precise portions. Designed for advance preparation and elegant plating, it delivers consistency, visual clarity, and controlled sweetness.



**KENNETH CACHO**  
Country Executive Chef  
Unilever Food Solutions, Philippines



**CARTE D'OR GULAMAN  
CRYSTAL CLEAR UNFLAVORED**  
Easy-to-use unflavored gulaman  
mix for dessert creations

## INGREDIENTS

### Prepare the Mascarpone Gellantina

600 ml Milk  
50 g Sugar

### 150 g Carte D'Or Crystal Clear Unflavored Gulaman 1kg

500 g Mascarpone, whipped

### Cook the Coffee Jelly Layer

400 ml Coffee, espresso  
20 g Brown Sugar

### 125 g Carte D'Or Crystal Clear

### Unflavored Gulaman 1kg

30 g Coffee Liqueur, optional

### Assemble and Finish

Prepared Mascarpone Gellantina

Prepared Coffee Jelly Discs

80 g Dark Chocolate, grated

60 g Lady Fingers, powdered

20 g Cocoa Powder

200 g Mixed Berries

20 g Powdered Sugar

## METHOD

### PREPARE THE MASCARPONE GELLANTINA

- 1 Heat milk over medium heat, add sugar and Carte d'Or Crystal Clear, stirring continuously; bring to a full boil until fully dissolved.
- 2 Pour into a container and allow to set, then chill until firm.
- 3 Cut into pieces, blend until smooth, then gently fold in whipped mascarpone until homogeneous.

### COOK THE COFFEE JELLY LAYER

- 1 Combine coffee, brown sugar, Carte d'Or Crystal Clear, and coffee liqueur (if using) in a pot.
- 2 Bring to a full boil while stirring until completely dissolved, then strain.
- 3 Pour into a tray at ~2 mm thickness, chill until set, then cut into 5-inch round discs.

### ASSEMBLE AND FINISH

- 1 Layer mascarpone gellantina in a serving bowl, top with coffee jelly; repeat if desired.
- 2 Garnish with grated dark chocolate, powdered lady fingers, and cocoa powder.
- 3 Add mixed berries and finish with a light dusting of powdered sugar.

# STREET FOOD



# COUTURE

**This year, Street Food Couture continues to elevate — but with a renewed sense of focus and intention. In 2025, diners took a keen interest in the gourmet ingredients going into their dishes. In 2026, they're moving deeper, to appreciate the craftsmanship, skill, and regional pride of the chef behind the plate and the story it tells.**

The friendly price point gets younger people into the premium cuisine of the Street Food Couture scene. Amid this generation's time poorness, economic challenges and tightening budgets, they're seeking affordable

luxury: 'real food' that engages them with the wider world, which also feels healthy and sustainable. Street Food Couture thrives in quick-service restaurants that are nimble and adaptable for the proprietor, and fast and accessible for the diner. Think fast service, smaller portions, freshly-made dishes, lighter sauces, and close-to-home-sourced ingredients. They feel like authentic and thoughtful places to eat, as shown by the recent rise in interest in K-food, skewer cooking, and Indian chaat.

Street Food Couture goes beyond the person and the end plate. It's a story of process, craft, and shared joy that

celebrates the chef and opens up a world of eats.

# STREET FOOD COUTURE

**Street Classics Reimagined with Crafted Precision**—Take globally loved street staples, like bao, burgers, and rice rolls and elevate them with premium proteins, artisan condiments, and refined plating.

**Bold Global Fusion Without Losing Authenticity**—Incorporate traditional recipes from cuisines such as Greek, Filipino, and Middle Eastern while staying true to their origins.

**The Rise of Ingredient Icons for Social-First Menus**—Visually striking and flavor-packed hero ingredients: ube, smoked sea salt, hot honey, and heritage pork to create menu items with instant Instagram and TikTok appeal.

**Technique-Driven Theater at Every Service Point**—Street cooking methods (wok hei, spit roasting and skewer grilling) in open kitchens.

**Sustainable Street and Planet-Friendly Crowd-Pleasers**—Adapt sustainable, high-impact ingredients (e.g., finger millet, black turtle beans, orange tomatoes) into familiar street formats such as loaded fries and sliders.

## TRENDING CUISINE

Middle Eastern and African cuisine is gaining recognition in general terms like shawarma etc.

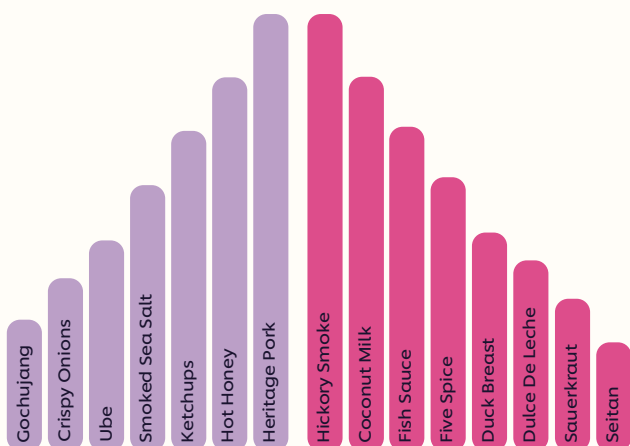
- Greek**
- Latin American**
- Pan Asian**
- Argentinian**
- Sri Lankan**
- Vietnamese**
- Persian**
- Middle Eastern**
- Filipino**
- African**



**KEY** ■ Trending ■ Emerging

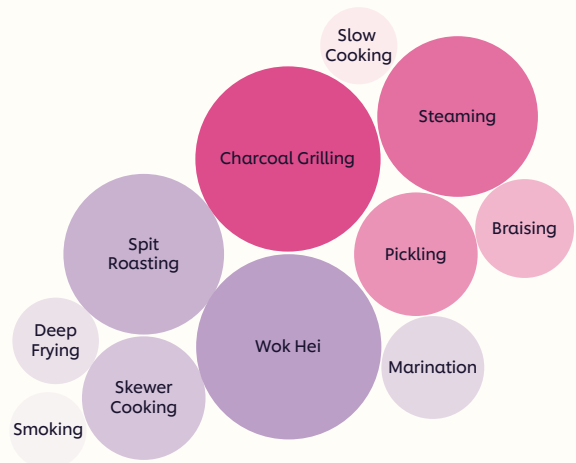
## TRENDING AND EMERGING INGREDIENTS

Novel and interesting ingredients are among the fastest growing searches, with rapid YoY increases in ube, Gochujang, and Smoked sea salt. But also in condiments (hot honey, ketchups) and desserts (chia Seeds, biscotti).



## TRENDING AND EMERGING TECHNIQUES

North African cooking techniques of skewers and charcoal grilling are becoming popular.



# INGREDIENTS TO WATCH

## STREET FOOD COUTURE

WRITTEN BY Ryan Cahill

WANT YOUR DISHES TO ATTRACT ATTENTION? CONSIDER THESE TRENDING INGREDIENTS IN YOUR *Street Food Couture* RECIPES.



**Street Food has been around for over a thousand years, and yet it continues to evolve year on year. New flavors, textures and cuisines mean trends within Street Food are ever-changing, offering exciting new culinary experiences for diners who are after a straight-forward meal.**

**For 2026, there are a few key ingredients that are making their mark on the Street Food trend. Consider incorporating these into your Street Food couture creations to grab the attention of diners...**

### Ube

Already a Street Food staple in many Southeast Asian countries, Ube is a root vegetable known for its bold striking purple color and its sweet, nutty flavor. The ingredient has frequently cropped up in desserts, filled buns, lattes, and ice-creams and continues to attract the attention of diners.

### Chilli Crisp

With origins in China, Chilli Crisp is a crunchy, spicy condiment made with chilli flakes, garlic, and oil. It brings a perfect balance of heat, Umami, and texture to any dish. It's become an increasingly popular ingredient to elevate noodles, dumplings, and even burgers with a kick.

### Smoked Sea Salt

Smoked Sea Salt infuses dishes with a subtle smoky aroma without the need for actual smoke or fire—which is perfect for those looking to introduce this flavor profile.

### Hot Honey

You're probably not surprised to see Hot Honey on this list—it's cropping up everywhere. Hot Honey combines the classic sweetness with a spicy chili kick. It's perfect for drizzling over fried chicken, pizza, or roasted nuts. This sweet-heat combo is a rising star in Street Food.

*We understand that using ingredients that are more sustainable is important, especially when the largest growing generation (Gen-Z)*

*are paying close attention to how restaurants and business owners are bettering the planet. With that in mind, the following two ingredients are sustainable and perfect additions to Street Food dishes.*

### Finger Millet

This ancient cereal grain has quickly become a Street Food staple. Common in India where it's used in Ragi Dosa or Porridge-style snacks, it adds a rustic and earthy bite to dishes like wraps, Dosa-style crepes, sliders and buns. It's also naturally gluten-free, rich in fiber and a source of plant-based protein, making it perfect for people with intolerances or following vegetarian/vegan diets.

### Orange Tomatoes

Orange Tomatoes are ideal for high-flavor dips, Street Food-style relishes, burger stacks, or smash sauces. But as well as being packed with flavor, they're also vivid and visual, helping to turn dishes into something memorable and striking, especially for younger audiences who are keen to create social media snaps of their meals.

# TAKE STREET FOOD TO THE NEXT LEVEL

WRITTEN BY Dino Bonačić

**TAKING PRACTICAL FOOD OFFERINGS AND TRANSFORMING THEM INTO VIBRANT DINING EXPERIENCES, THE STREET FOOD REVOLUTION IS IN FULL SWING. HERE IS HOW YOU CAN EMBRACE IT AND BE PART OF IT, ALL WITHIN *your own culinary world.***



**Responding to a growing demand for bold flavors and innovative presentations on a budget, the art of Street Food has globally expanded into one of the leading creative powers of gastronomy. Street vendors are reinventing their classic recipes by incorporating gourmet ingredients, modern cooking techniques and cultural fusions.**

**At the same time, the use of social networks has allowed these local businesses to get worldwide recognition, inviting diners to explore new flavors and share their experiences, generating a community around Street Food. Suddenly, what once emerged out of necessity has become an artistic expression that celebrates a region's culinary diversity and creativity.**

**The beat of the street is one we can all move to—and here are seven adaptable ideas that will help bring that energy into any space.**

### 1. Themed Pop-Up Events

Hosting temporary events that celebrate different types of dishes from around the world allows you to embrace variety as the essence of Street Food, which can help attract new audiences and maintain the interest of regular customers.

### 2. Interactive Experiences

Being able to watch the food being prepared is appealing for the diners, particularly when it comes to the techniques used in creating their Street Food favorites. Provide memorable experiences with workshops where customers can learn how to prepare typical dishes.

### 3. Rotational Menus

A menu that changes regularly reflects the daily evolution of the Street Food offerings—featuring new recipes or specialties from different regions. This can encourage customers to return and try something new.

### 4. Creative Pairings

Offer drink recommendations that complement Street Food dishes. This can enhance the dining experience and increase sales.

### 5. Customizable Options

Bringing in diners' personal preferences, Street Food allows customers to customize their dishes, choosing ingredients or spice levels, and giving them a sense of control over their satisfaction.

### 6. Collaborations with Local Artists

At the heart of Street Food is culture—and culture comes in all shapes and sizes. Invite local artists to showcase their work in your business, which can help bring their audience and enrich the consumer experience.

### 7. Loyalty Programs

A rewards program that offers discounts or free meals after a certain number of purchases will increase loyalty and encourage customers to return.

# CLASSIC BEEF CHEESE BURGER



ON  
SESAME  
BRIOCHE



# CLASSIC BEEF CHEESEBURGER ON SESAME BRIOCHE

BY **J BRANDO SANTOS**

A timeless cheeseburger built around a juicy beef patty, molten cheese, and a signature OG sauce for bold, nostalgic flavor. Designed for consistency and ease of execution, it delivers strong comfort appeal and broad menu versatility.

## INGREDIENTS

### Prepare the Classic Beef Burger Patties

- 400 g Ground Beef Chuck
- 120 g Ground Beef Fat
- 10 g Knorr Beef Seasoning Powder 1kg**
- 7 ml Knorr Liquid Seasoning 3.8L**
- 1 pc Whole Egg
- 60 ml Corn Oil

### Mix the Signature OG Burger Sauce

- 60 ml Lady's Choice Real Mayonnaise 5.5L**
- 21 ml Tomato Ketchup
- 21 ml Yellow Mustard
- 10 g Sweet Pickle Relish
- 15 g Finely Minced Onions
- 1 g Onion Powder
- 5 ml Worcestershire Sauce
- 1 g Salt
- 1 g Black Pepper

### Prep the Cheeseburger Components

- 4 pcs Sesame Seed Burger Buns, halved, buttered, toasted
- 4 pcs Cheddar Cheese Slices
- 40 g Iceberg Lettuce
- 8 pcs White Onion, thinly sliced
- 8 pcs Ripe Tomatoes, thinly sliced

### Build and Finish the Classic Cheeseburger

- Cooked Beef Burger Patties
- Signature OG Sauce
- Prepared Burger Components



### **J BRANDO SANTOS**

Senior Sous Chef  
Unilever Food Solutions, Philippines



### **KNORR LIQUID SEASONING**

Iconic liquid seasoning with robust flavor and aroma



### **LADY'S CHOICE REAL MAYONNAISE**

Sweet-sour mayonnaise with firm yet smooth texture



### **KNORR BEEF SEASONING POWDER**

Boosts meatiness and beef aroma in a wide range of dishes

## METHOD

### PREPARE THE CLASSIC BEEF BURGER PATTIES

- 1 Combine ground beef chuck, ground beef fat, Knorr Beef Seasoning Powder, Knorr Liquid Seasoning, and whole egg to create a seasoned beef burger patty mix.
- 2 Mix gently until just combined to maintain a juicy, tender texture.
- 3 Portion into 130 g burger patties for consistent yield and portion control.
- 4 Heat corn oil in a pan over medium-high heat.
- 5 Pan-sear patties until cooked to desired doneness.
- 6 Remove from heat and set aside for burger assembly.

### MIX THE SIGNATURE OG BURGER SAUCE

- 1 Combine all ingredients in a bowl to create a classic cheeseburger signature sauce.
- 2 Mix until smooth and evenly blended.
- 3 Adjust seasoning with salt and black pepper.
- 4 Set aside for assembly.

### PREP THE CHEESEBURGER COMPONENTS

- 1 Toast buttered sesame seed buns until lightly golden for a restaurant-style cheeseburger finish.
- 2 Prepare lettuce, onions, and tomatoes for even portioning.
- 3 Arrange components for fast, repeatable assembly.

### BUILD AND FINISH THE CLASSIC CHEESEBURGER

- 1 Spread signature OG sauce on the bottom half of each toasted bun.
- 2 Place one cooked beef burger patty on each bun.
- 3 Top immediately with cheddar cheese to allow melting.
- 4 Layer iceberg lettuce, sliced onions, and tomatoes.
- 5 Finish with an additional dollop of OG sauce.
- 6 Cover with the top bun.
- 7 Serve immediately as a high-appeal, profitable classic cheeseburger.



# BREADED BEEF AND BACON CHEESEBURGER



ON POTATO BUN



# BREADED BEEF AND BACON CHEESEBURGER ON POTATO BUN

BY **J BRANDO SANTOS**

A premium breaded beef cheeseburger stuffed with melted cheese and smoked bacon, layered with tomato chutney and horseradish mayonnaise on a soft potato bun. Built for indulgence, differentiation, and strong menu appeal.



**J BRANDO SANTOS**  
Senior Sous Chef  
Unilever Food Solutions, Philippines

## INGREDIENTS

### Season and Stuff the Beef Burger Patties

400 g Ground Beef Chuck  
120 g Ground Beef Fat  
10 g Knorr Beef Seasoning Powder 1kg

### 7 ml Knorr Liquid Seasoning 3.8L

80 g Cheddar Cheese Cubes  
80 g Smoked Bacon Strips, cooked

### Bread and Chill the Stuffed Burger Patties

180 g All Purpose Flour  
2 pcs Whole Eggs, whipped  
300 g Japanese Breadcrumbs

### Deep Fry the Breaded Beef Burger Patties

2000 ml Corn Oil for deep frying

### Blend the Horseradish Mayonnaise

120 ml Lady's Choice Real Mayonnaise 5.5L

25 g Prepared Horseradish  
5 ml Lemon Juice  
10 g Finely Diced Chives

### 1 g Black Pepper

### Cook the Tomato Chutney

30 ml Olive Oil  
50 g Minced Onions  
30 g Minced Garlic  
300 g Whole Peeled Tomatoes, canned, seeded, chopped  
100 g Brown Sugar  
60 ml Red Wine Vinegar

### 2 g Knorr Aromat All Purpose Seasoning Powder 1kg

### Assemble and Finish the Cheeseburgers

4 pcs Potato Buns, halved, buttered, toasted  
Iceberg Lettuce, picked for 4 portions  
Prepared Beef Burger Patties  
Prepared Horseradish Mayonnaise  
Prepared Tomato Chutney



**KNORR LIQUID SEASONING**  
Iconic liquid seasoning with robust flavor and aroma



**LADY'S CHOICE REAL MAYONNAISE**  
Sweet-sour mayonnaise with firm yet smooth texture



**KNORR BEEF SEASONING POWDER**  
Boosts meatiness and beef aroma in a wide range of dishes

## METHOD

### SEASON AND STUFF THE BEEF BURGER PATTIES

- 1 Combine ground beef chuck, ground beef fat, Knorr Beef Seasoning Powder, and Knorr Liquid Seasoning in a bowl.
- 2 Mix until evenly seasoned.
- 3 Portion 75 g of the beef mixture and flatten slightly. Place cheddar cheese cubes at the center of the patty.
- 4 Lay the smoked bacon strips flat in a single row directly on top of the cheese.
- 5 Cover with another 75 g of beef mixture and seal well.
- 6 Seal the edges firmly, fully enclosing the cheese and bacon.

### BREAD AND CHILL THE STUFFED BURGER PATTIES

- 1 Dredge each stuffed patty in all purpose flour, coating completely.
- 2 Dip into whipped eggs, allowing excess to drip off.
- 3 Coat thoroughly with Japanese breadcrumbs. Press breadcrumbs gently to ensure full coverage.
- 4 Place breaded patties in the chiller to set the coating.

### DEEP FRY THE BREADED BEEF BURGER PATTIES

- 1 Preheat corn oil to frying temperature. Deep fry the breaded patties until golden brown and cooked through.
- 2 Remove from oil and drain excess fat.
- 3 Optionally finish in a preheated 350°F oven for 5 minutes if needed.

### BLEND THE HORSERADISH MAYONNAISE

- 1 Combine all ingredients in a mixing bowl.
- 2 Mix until smooth and well blended.
- 3 Chill until ready to use.

### COOK THE TOMATO CHUTNEY

- 1 Heat olive oil in a pan and sweat onions and garlic until soft.
- 2 Add tomatoes and cook for 2 minutes.
- 3 Stir in brown sugar and red wine vinegar. Simmer until the mixture is thick and almost dry.
- 4 Season with Knorr Aromat and set aside.

### ASSEMBLE AND FINISH THE CHEESEBURGERS

- 1 Spread horseradish mayonnaise on the bottom bun. Place iceberg lettuce on top.
- 2 Add the cooked breaded beef burger patty. Spoon tomato chutney over the patty.
- 3 Finish with an extra dollop of horseradish mayonnaise. Cover with the top bun and serve immediately.



# TRUFFLED MUSHROOM BEEF BURGER PITHIVIER



WITH  
RED WINE SAUCE



# TRUFFLED MUSHROOM BEEF BURGER PITHIVIER WITH RED WINE SAUCE

BY **J BRANDO SANTOS**

A premium beef burger pithivier featuring braised short rib and foie gras wrapped in seasoned ground beef, finished with truffled mushrooms, red wine sauce, and tomato jam. Prepared components support consistent execution while the plated format delivers strong visual impact and drives higher value per serve.



**J BRANDO SANTOS**  
Senior Sous Chef  
Unilever Food Solutions, Philippines



## KNORR DEMI GLACE SAUCE MIX

Creates rich brown sauce in just 5 minutes for meat dishes

## INGREDIENTS

### Braise the Beef Short Ribs

1500 g Beef Shortribs, cut into 2 inch pieces  
5 g Black Pepper  
60 ml Olive Oil  
300 g White Onions, quartered  
150 g Carrots, peeled and chopped  
150 g Celery, peeled and chopped

### 40 g Knorr Beef Broth Base 1.5kg

### 120 g Knorr Demi Glace Sauce Mix 1kg

15 g Tomato Paste  
250 ml Red Wine  
2500 ml Water  
2 pcs Bayleaf  
15 g Fresh Thyme  
30 g Brown Sugar  
5 g Kosher Salt

### Sear and Chill the Foie Gras Core

150 g Foie Gras, cut into 1 inch by 1 inch batons  
2 g Kosher Salt  
1 g Black Pepper  
Cling Film, as needed

### Wrap the Core with Ground Beef

1500 g Premium Ground Beef Chuck, prime or choice

### 10 g Knorr Beef Seasoning Powder 1kg

### 15 ml Knorr Liquid Seasoning 3.8L

Chilled Beef and Foie Gras Cylinder from previous step

### Sauté the Truffled Mushrooms

30 ml Olive Oil  
150 g Fresh Shiitake Mushrooms, cut into thin slivers

150 g Fresh Chicken Mushrooms, cut into thin slivers

150 g Fresh Button Mushrooms, cut into thin slivers

5 g Kosher Salt  
30 ml Truffle Oil

### Line and Fill the Pithivier Mold

Kale or Savoy Cabbage, blanched and dried, as needed

Prepared Caramelized Onions, as needed

Prepared Truffled Mushrooms

Seared Burger Patty

Prepared Puff Pastry, as needed

Egg Wash, as needed

### Seal and Bake the Puff Pastry Dome

Chilled Pithivier Filling Assembly

Prepared Puff Pastry, as needed

Egg Wash, as needed

### Cook the Tomato Jam

500 g Ripe Tomatoes, cored and chopped

180 g White Sugar

15 ml Lemon Juice

8 g Grated Ginger

2 g Red Pepper Flakes

2 g Cinnamon Powder

2 g Kosher Salt

### Enrich the Red Wine Sauce

Reserved Braising Liquid, as needed

Cream, as needed

### Plate the Burger Pithivier with Greens

Salad Greens, mixed baby greens, as needed

Prepared Vinaigrette, as needed

## METHOD

### BRAISE THE BEEF SHORT RIBS

- 1 Season beef shortribs with black pepper.
- 2 Heat olive oil in a pressure cooker and sear the beef until browned. Remove beef and set aside.
- 3 In the same pot, caramelize onions, carrots, and celery.
- 4 Stir in Knorr Beef Broth Base, Knorr Demi Glace Brown Sauce Mix, and tomato paste. Cook for 1 minute.
- 5 Add red wine and simmer until almost dry.
- 6 Return beef to the pot, then add water, bayleaf, fresh thyme, and brown sugar.
- 7 Pressure cook until fork tender, then adjust seasoning with kosher salt.
- 8 Remove beef and strain the braising liquid. Reserve the liquid for the red wine sauce. Shred the beef and set aside.

### SEAR AND CHILL

#### THE FOIE GRAS CORE

- 1 Season foie gras with kosher salt and black pepper.
- 2 Sear foie gras quickly on all sides, then cool slightly.
- 3 On cling film, spread shredded braised beef into an even layer.
- 4 Line the center with seared foie gras batons.
- 5 Roll tightly into a thick cylinder, secure with cling film, and chill until firm.

### WRAP THE CORE WITH GROUND BEEF

- 1 Season premium ground beef chuck with Knorr Beef Seasoning Powder and Knorr Liquid Seasoning. Mix well.
- 2 Slice the chilled beef and foie gras cylinder into 1 to 1.5 inch thick discs.
- 3 Wrap each disc evenly with the seasoned ground beef to form a thick burger patty.
- 4 Lightly sear the patty to set the shape. Set aside for pithivier assembly.

### SAUTÉ THE TRUFFLED MUSHROOMS

- 1 Heat olive oil in a pan and sear the mushrooms until browned.
- 2 Season with kosher salt.
- 3 Drizzle truffle oil and toss to coat.
- 4 Set aside for pithivier assembly.

### LINE AND FILL THE PITHIVIER MOLD

- 1 Line a pithivier mold with blanched kale or savoy cabbage, leaving an overhang to enclose the patty.
- 2 Add a spoonful of caramelized onions at the base and spread evenly.
- 3 Add a layer of truffled mushrooms. Place the seared burger patty on top.
- 4 Fold the overhang over the patty to enclose, then chill to set.

### SEAL AND BAKE THE PUFF PASTRY DOME

- 1 Place the burger filling on a puff pastry circle and brush the patty surface with egg wash.
- 2 Cover with a second pastry layer, seal the edges, trim excess pastry, and decorate as desired.
- 3 Create a small vent hole on top and brush with egg wash.
- 4 Bake at 380°F (193°C) for 15 minutes or until golden brown and flaky. Rest before slicing and serving.

### COOK THE TOMATO JAM

- 1 Combine all tomato jam ingredients in a pot.
- 2 Simmer until thick and flavors are melded.
- 3 Cool and hold for plating.

### ENRICH THE RED WINE SAUCE

- 1 Warm the reserved braising liquid in a pot.
- 2 Stir in cream until smooth.
- 3 Hold warm for plating with the beef burger pithivier.

### PLATE THE BURGER PITHIVIER WITH GREENS

- 1 Portion the beef burger pithivier on a plate.
- 2 Spoon red wine sauce alongside or under the pithivier.
- 3 Add a quenelle or spoon of tomato jam. Toss salad greens with vinaigrette and plate as garnish.

# FILIPINO GLAZED PORK BBQ



WITH SPICED VINEGAR  
AND ATCHARA



# FILIPINO GLAZED PORK BBQ WITH SPICED VINEGAR AND ATCHARA

BY **J BRANDO SANTOS**

A classic Filipino pork BBQ featuring thinly sliced pork marinated in a sweet savory glaze and grilled until caramelized and lightly charred. Make ahead marination and fast grilling support consistent quality, bold flavor impact, and efficient service.

## INGREDIENTS

### Marinate the Pork for Filipino BBQ

1000 g Pork Shoulder or Pork Belly, thinly sliced

### 60 ml Knorr Liquid Seasoning 3.8L

100 ml Banana Ketchup  
100 g Brown Sugar  
25 g Minced Garlic  
30 ml Calamansi Juice  
20 ml Soy Sauce  
2 g Ground Black Pepper  
80 ml Pineapple Juice  
100 ml Clear Cola  
Sprite or 7-Up

### Prepare the BBQ Basting Sauce

100 ml Banana Ketchup  
50 ml Corn Oil  
80 g Brown Sugar  
30 ml Knorr Liquid Seasoning 3.8L  
1 g Ground Black Pepper  
20 ml Soy Sauce  
50 ml Water

### Skewer the Marinated Pork

Marinated Pork Slices  
10 pcs BBQ Skewers, pre-soaked in water

### Grill and Glaze the Pork BBQ

Skewered Pork BBQ  
Prepared Basting Sauce

### Serve with Traditional Condiments

Spiced Vinegar, store bought  
Atchara, store bought



**J BRANDO SANTOS**  
Senior Sous Chef  
Unilever Food Solutions, Philippines



**KNORR LIQUID SEASONING**  
Iconic liquid seasoning with robust flavor and aroma

## METHOD

### MARINATE THE PORK FOR FILIPINO BBQ

- 1 Combine all marinade ingredients except the pork and skewers in a bowl.
- 2 Mix well until the sugar is fully dissolved.
- 3 Add the sliced pork and mix until evenly coated.
- 4 Cover and chill for at least 4 hours to allow flavors to develop.

### PREPARE THE BBQ BASTING SAUCE

- 1 Combine all basting sauce ingredients in a pot.
- 2 Mix well and bring to a gentle simmer.
- 3 Cook until the flavors are well blended and the sauce slightly thickens.
- 4 Set aside for grilling.

### SKEWER THE MARINATED PORK

- 1 Thread the marinated pork slices onto the soaked skewers.
- 2 Portion approximately 100 g pork per skewer.
- 3 Press lightly to ensure even thickness for grilling.

### GRILL AND GLAZE THE PORK BBQ

- 1 Preheat a gas or charcoal grill to medium high heat.
- 2 Place pork skewers on the grill and cook for 3 to 4 minutes per side.
- 3 Baste generously with the prepared sauce while grilling.
- 4 Continue grilling until pork is caramelized, lightly charred, and cooked through.

### SERVE WITH TRADITIONAL CONDIMENTS

- 1 Arrange the grilled pork BBQ skewers on a serving plate.
- 2 Serve with spiced vinegar and atchara on the side.
- 3 Pair with a preferred starch if desired.



# SPICY TRI CUT PORK BBQ



WITH MANGO GLAZE AND RELISH



# SPICY TRI CUT PORK BBQ WITH MANGO GLAZE AND RELISH

BY **J BRANDO SANTOS**

A bold pork BBQ skewer made with tenderloin, belly, and shoulder marinated in a spicy Filipino glaze, grilled and finished with mango BBQ sauce. Bright green mango relish and coconut vinegar pearls add acidity and texture, creating a visually striking dish with strong flavor balance and menu appeal.



**J BRANDO SANTOS**  
Senior Sous Chef  
Unilever Food Solutions, Philippines

## INGREDIENTS

### Marinate the Tri Cut Pork

350 g Pork Tenderloin, thinly sliced  
350 g Pork Belly, thinly sliced  
300 g Pork Shoulder, thinly sliced

### 40 ml Knorr Liquid Seasoning 3.8L

70 ml Soy Sauce  
20 g Brown Sugar  
60 ml Calamansi Juice  
10 pcs BBQ Skewers, pre-soaked in water

### Cook the Spiced Mango BBQ Glaze

30 ml Banana Ketchup  
30 ml Corn Oil  
80 g Brown Sugar  
30 ml Knorr Liquid Seasoning 3.8L

1 g Ground Black Pepper  
20 ml Soy Sauce  
40 ml Water  
120 ml Mango Concentrate  
5 ml Hickory Liquid Smoke  
4 g Chili Flakes

### Skewer the Marinated Pork

Marinated Tri Cut Pork  
10 pcs BBQ Skewers, pre-soaked

### Grill and Glaze the Pork BBQ

Skewered Pork BBQ  
Prepared Mango BBQ Glaze

### Prepare the Green Mango Relish

1 pc Green Mango, cut into small dice  
30 g White Sugar  
5 g Rock Salt

### Form the Coconut Vinegar Pearls

200 ml Coconut Vinegar

### 60 g Carte D'Or Crystal Clear Unflavored Gulaman 1kg

Cold Olive Oil, as needed

### Plate and Finish the Dish

Grilled Pork BBQ Skewers  
Green Mango Relish  
Coconut Vinegar Pearls



**KNORR LIQUID SEASONING**  
Iconic liquid seasoning with robust flavor and aroma



**CARTE D'OR CRYSTAL CLEAR UNFLAVORED GULAMAN**  
Easy-to-use unflavored gulaman mix for dessert creations

## METHOD

### MARINATE THE TRI CUT PORK

- 1 Combine all marinade ingredients except the pork and skewers in a bowl.
- 2 Mix well until the sugar is fully dissolved.
- 3 Add the sliced pork and mix until evenly coated.
- 4 Cover and chill for at least 4 hours to allow flavors to develop.

### COOK THE SPICED MANGO BBQ GLAZE

- 1 Combine all glaze ingredients in a pot.
- 2 Mix well and bring to a gentle simmer.
- 3 Cook until the glaze thickens slightly and flavors are well blended.
- 4 Remove from heat and set aside for grilling.

### SKEWER THE MARINATED PORK

- 1 Thread the marinated pork slices onto the soaked skewers.
- 2 Portion approximately 100 g pork per skewer.
- 3 Press lightly to ensure even thickness for grilling.

### GRILL AND GLAZE THE PORK BBQ

- 1 Preheat a gas or charcoal grill to medium high heat.
- 2 Place pork skewers on the grill and cook for 3 to 4 minutes per side.
- 3 Baste generously with the prepared sauce while grilling.
- 4 Continue grilling until pork is caramelized, lightly charred, and cooked through.

### PREPARE THE GREEN MANGO RELISH

- 1 Combine all relish ingredients in a bowl.
- 2 Mix well until evenly coated.
- 3 Transfer to a container and chill until ready to use.

### FORM THE COCONUT VINEGAR PEARLS

- 1 Combine coconut vinegar and gulaman in a pot.
- 2 Bring to a boil and stir until fully dissolved.
- 3 Cool slightly, then transfer to a syringe.
- 4 Drop the mixture slowly into cold olive oil to form pearls. Strain and set aside for plating.



# GRILLED SAVORY SUMAN



WITH BRAISED PORK BBQ



# GRILLED SAVORY SUMAN WITH BRAISED PORK BBQ

BY **J BRANDO SANTOS**

A savory take on Filipino suman made with annatto rice, wrapped in banana leaves and grilled for aroma and texture. Finished with tender braised pork BBQ and bright calamansi sauce, this dish delivers comfort, bold flavor, and strong visual appeal with make ahead flexibility.

## INGREDIENTS

### Prepare the Savory Suman Rice

30 ml Annatto Oil  
30 g Garlic, minced  
20 g Onions, minced

### 10 g Knorr Chicken Broth Base 1.5kg

400 g Medium Grain Rice, washed and drained until water runs clear

1100 ml Water  
Banana Leaves, cleaned, portioned, and heated

### Prepare the Braised Pork BBQ

1000 g Pork Shoulder

### 60 ml Knorr Liquid Seasoning 3.8L

100 ml Banana Ketchup  
120 g Muscovado Sugar  
30 g Garlic, minced  
20 g Knorr Sinigang sa Sampalok Mix 1kg  
20 ml Soy Sauce

2 g Ground Black Pepper  
200 ml Pineapple Juice  
1000 ml Water  
Cornstarch Slurry, as needed to thicken

### Assemble the Suman at Baboy

Prepared Braising Liquid  
Fried Garlic Bits  
Calamansi Juice  
Patis

### Finish and Serve

Spring Onions, chopped



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**KNORR LIQUID SEASONING**  
Iconic liquid seasoning with robust flavor and aroma



**KNORR CHICKEN BROTH BASE**  
Adds rich, meaty chicken flavor to cooked dishes



**KNORR SINIGANG SA SAMPALOK MIX**  
Sour-savory sinigang flavor made with real tamarind

## METHOD

### PREPARE THE SAVORY SUMAN RICE

- 1 Heat annatto oil in a pot over medium heat.
- 2 Sauté garlic and onions until aromatic and softened.
- 3 Add Knorr Chicken Broth Base and stir to dissolve.
- 4 Add washed rice and toast for about 1 minute, stirring to coat evenly.
- 5 Pour in water and mix well.
- 6 Transfer the rice mixture to a rice cooker and cook until tender.
- 7 Once cooked, fluff the rice gently and keep warm.
- 8 Portion the savory rice onto prepared banana leaves, shaping into compact mounds.

### PREPARE THE BRAISED PORK BBQ

- 1 Place pork shoulder, Knorr Liquid Seasoning, banana ketchup, muscovado sugar, garlic, Knorr Sinigang sa Sampalok Mix, soy sauce, black pepper, pineapple juice, and water into a pressure cooker.
- 2 Cook until the pork is fork tender.
- 3 Remove the pork and strain the cooking liquid.
- 4 Shred the pork into coarse strands, resembling pulled pork.
- 5 Transfer the strained liquid to a pot and thicken with cornstarch slurry to form a sauce.
- 6 Lightly coat the pulled pork with a small amount of the sauce and keep warm.

### ASSEMBLE THE SUMAN AT BABOY

- 1 With the savory rice already portioned on the banana leaf, spoon the pulled pork directly on top of the rice, forming a visible and defined layer.
- 2 Do not enclose the pork inside the rice.
- 3 Arrange the pork neatly, following chicken patir-style plating, with the rice clearly visible underneath.
- 4 Wrap the banana leaf around the rice and pork to resemble suman packets, keeping the top loosely wrapped.
- 5 Place the packets on a charcoal or gas grill briefly to warm and add light smokiness.

### FINISH AND SERVE

- 1 Serve the grilled suman packets hot.
- 2 Spoon additional sauce on the side or lightly over the pork.
- 3 Finish with fried garlic bits, a squeeze of calamansi juice, patis to taste, and chopped spring onions.



# DIRTY ICE CREAM



WITH MANGO,  
COOKIES AND CREAM,  
AND AVOCADO



# DIRTY ICE CREAM WITH MANGO, COOKIES AND CREAM, AND AVOCADO

BY **J BRANDO SANTOS**

This dirty ice cream delivers a smooth, creamy texture using coconut milk and gulaman instead of dairy. Built for advance freezing and easy scooping, it offers consistent portions, nostalgic appeal, and flexible flavor rotation for dessert menus.



**J BRANDO SANTOS**  
Senior Sous Chef  
Unilever Food Solutions, Philippines



**CARTE D'OR GULAMAN  
CRYSTAL CLEAR UNFLAVORED**  
Easy-to-use unflavored gulaman  
mix for dessert creations

## INGREDIENTS

### Cook and Set the Coconut Gulaman Base

250 g Coconut Milk  
750 g Water  
50 g Sugar

### 250 g Carte D'Or Crystal Clear Unflavored Gulaman 1kg

### Blend and Flavor the Ice Cream Base

250 g Avocado, puree  
350 g Mango, puree  
250 g Oreo Cookies, chopped

### Freeze and Portion the Ice Cream

Prepared Ice Cream Base

## METHOD

### COOK AND SET THE COCONUT GULAMAN BASE

- 1 Combine coconut milk, water, sugar, and Carte d'Or Clear in a pot.
- 2 Bring to a boil while stirring until fully dissolved.
- 3 Remove from heat and emulsify using a stick blender or blender.
- 4 Strain for a smooth base.

### BLEND AND FLAVOR THE ICE CREAM BASE

- 1 Divide the base depending on desired flavors.
- 2 Mix avocado puree, mango puree, or chopped cookies into the base.
- 3 Pour into a Pacojet or Rowzer container.

### FREEZE AND PORTION THE ICE CREAM

- 1 Freeze the flavored base overnight until fully set.
- 2 Process in the ice cream machine or Rowzer.
- 3 Scoop into 25 g balls. Freeze again until service.

# BUTCHI AT MANI



WITH PEANUT BUTTER  
AND TABLEA ICE CREAM



# BUTCHI AT MANI WITH PEANUT BUTTER AND TABLEA ICE CREAM

BY **J BRANDO SANTOS**

This butchi at mani delivers crisp fried mochi filled with peanut butter and rich tablea ice cream for a playful Filipino dessert. Designed for advance freezing and fast frying, it offers clean portioning, strong texture contrast, and nostalgic appeal.



**J BRANDO SANTOS**  
Senior Sous Chef  
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## LADY'S CHOICE PEANUT BUTTER CREAMY

Creamy peanut butter ideal for kare-kare, sandwiches and dips

## INGREDIENTS

<b>Prepare the Butchi at Mani</b>	2 g Salt
500 g Milk	Prepared Mochi Dough Balls
500 g Water	Frozen Tablea Ice Cream Balls
50 g Sugar	150 g All Purpose Flour
<b>250 g Carte D'Or Crystal Clear Unflavored Gulaman 1kg</b>	4 pcs Eggs, beaten
50 g Cocoa Powder, dark	100 g Peanuts, finely chopped and sieved
200 g Tablea	100 g Pinipig, toasted
<b>100 g Lady's Choice Peanut Butter Creamy 1kg</b>	Vegetable Oil, for frying, as needed
500 g Glutinous Rice Flour	Powdered Sugar, for dusting, as needed
285 g Hot Water	

## METHOD

### PREPARE THE BUTCHI AT MANI

- 1 Combine milk, water, sugar, Carte d'Or Clear, cocoa powder, and tablea in a pot. Bring to a boil, stirring until fully dissolved.
- 2 Blend to emulsify, then strain for a smooth base. Pour into a container and freeze overnight.
- 3 Process into ice cream, scoop into 25 g balls, and freeze until firm.
- 4 Mix glutinous rice flour, hot water, and salt until a smooth dough forms. Cool slightly, then portion into 25 g balls.
- 5 Flatten dough, place frozen ice cream in the center, and seal into smooth balls. Freeze butchi again until firm.
- 6 Dredge frozen butchi in flour, dip in egg, then coat with peanuts and pinipig.
- 7 Deep-fry at 190°C for about 30 seconds until golden.
- 8 Drain well. Lightly dust with powdered sugar and serve immediately.

# LIME SLUSH



WITH FLAMING  
WATERMELON  
SORBET



# LIME SLUSH WITH FLAMING WATERMELON SORBET

BY **J BRANDO SANTOS**

This lime slush dessert combines bright citrus with a smooth watermelon gulaman sorbet and dramatic tableside flambé. Designed for advance freezing and fast plating, it delivers refreshment, visual theater, and clean portion control for modern dessert menus.



**J BRANDO SANTOS**  
Senior Sous Chef  
Unilever Food Solutions, Philippines



**CARTE D'OR GULAMAN  
CRYSTAL CLEAR UNFLAVORED**  
Easy-to-use unflavored gulaman  
mix for dessert creations

## INGREDIENTS

<b>Create the Lime Slush with Flaming Sorbet</b>	600 g Assorted Melon, deseeded and cut
250 g Water	300 g Water
750 g Watermelon Juice, freshly juiced	200 g Sugar
25 g Sugar	2 pcs Vanilla Bean
<b>200 g Carte D'Or Crystal Clear Unflavored Gulaman</b>	250 ml Vodka
<b>1kg</b>	Flaming Vodka
2 pcs Egg Whites	
10 g Mint Leaves	

## METHOD

### CREATE THE LIME SLUSH WITH FLAMING SORBET

- 1 Combine water, watermelon juice, sugar, and Carte d'Or Clear in a pot. Bring to a boil, stirring until fully dissolved.
- 2 Remove from heat, add egg whites and mint leaves, then blend until smooth. Strain for a clean base.
- 3 Transfer to containers and freeze until solid. Process the frozen base in the Rowzer until smooth, then hold the sorbet at  $-8^{\circ}\text{C}$  until service.
- 4 Combine water, sugar, and vanilla bean in a pot. Bring to a boil, then allow to cool completely.
- 5 Place melon pieces in vacuum bags, pour the cooled syrup over them, vacuum seal, and chill for 24 hours. Slice into desired pieces before service.
- 6 Gently warm vodka just before service and ignite carefully.
- 7 Arrange compressed melon in a serving bowl and scoop watermelon gulaman sorbet on top.
- 8 Ladle flaming vodka over the dessert and serve immediately.

# CREATING A POSITIVE KITCHEN ENVIRONMENT

WRITTEN BY Anna Cafolla

**A HEALTHY, HARMONIOUS WORKING ENVIRONMENT IS THE *key to success*. HERE'S HOW TO ACHIEVE IT.**



**Despite what *The Bear* or shouty reality TV chefs might have you think, the modern kitchen is not a place defined by intimidation, drama and relentless hours. The chefs of today pride themselves on building successful teams and producing exceptional food—dishes that come from a kitchen that's all about respect, collaboration and work-life balance simply taste better.**

**Creating a positive kitchen environment is more than just smooth service. You want a kitchen team to feel like they have ownership, clarity and trust. From giving staff a voice to knifesharp organizational skills, defining success and work-life balance: four top chefs explain how to foster positive vibes in the kitchen.**

### 1. Give Your Team a Voice

For chef Brandon Collins, everyone deserves to have a say. "It's not necessarily a democracy in the kitchen, but give them the freedom to have some ownership, to buy into your vision," he advises. "Encourage your staff to share ideas on menus, stations and daily operations—something they can all take pride in. This shared responsibility not only motivates the team, but also lightens the pressure on leadership."

### 2. Lead With Respect

A calm, respectful kitchen is a more effective workplace. "For so long in this industry, we treated people like they were a number, or they were just another person to peel the potatoes or make the mash or steam the vegetables," says Brandon. "When I started in the industry, it was all about getting a good plate of food to the pass, and it was quite hard," says chef James Brown. "If you put a foot

wrong, you were told in an aggressive way. I think it's become more mature. Emphasise clear communication and constructive feedback. Respect builds trust, and when your team knows they can rely on you, they'll support each other and maintain focus under pressure."

### 3. Set Clear Goals

Be transparent about what success looks like, whether that's consistency or career growth for your team. "I think you've got to be really clear about what the end goal is, what are we trying to achieve and how we want to arrive there," advises James. "Outline expectations, standards and opportunities for the kitchen, removing any uncertainty and strengthening a professional feeling."

#### 4. Keep the Kitchen Flowing

Think of the kitchen like a well choreographed performance, where every role has purpose—so states chef Thais Gimenez. “The kitchen flows beautifully when it’s organized, like a ballet, and everybody knows their tasks,” she says. “The vibe becomes efficient and positive. Provide prep lists, assign clear responsibilities and ensure open communication is consistent.”

#### 5. Promote Work-Life Balance

Treat every member of the brigade with equal respect, regardless of rank. For chef René-Noel Schiemer, everyone should feel like they’re on the same level. “We keep time, and don’t work 10 or 15 hours in the kitchen,” he says. “We work nine hours together and then go home, keeping a balance for families.” Limit excessively long shifts and simplify processes where possible. Chef René-Noel Schiemer suggests

basic sauce bases and pre-prepared components that save time and allow chefs to focus their energy on quality dishes—exactly when and where it matters: “This approach keeps the kitchen organized, efficient and overall, positive.”



# SEVEN QUICK STEPS TO STRENGTHENING YOUR TEAM

WRITTEN BY Dino Bonačić

EVERY TEAM IS ONLY AS STRONG AS THEIR WEAKEST PLAYER, SO A KEY PART OF BUILDING A BUSINESS IS *uplifting every member* ON THE JOURNEY. DISCOVER THE POWER IN BOOSTING YOUR TEAM AND THEIR SKILLSET WITH THE HELP OF CHEF JOANNE LIMOANCO-GENDRANO.



Even with the best ingredients and a high-tech setup, success is not guaranteed without a team that knows exactly what to do with it. Our research found that in 2026, there'll be a shift from the focus being on ingredients to a growing appreciation for the skill and craftsmanship of the chef involved in creating food.

With over 20 years of experience in the business, Unilever Food Solutions' Executive Chef for Gulf & Indian Ocean Islands, Joanne Limoanco-Gendrano, knows what makes a perfect team. Part positive management, part supporting development—because if they succeed, so will you!

Here are Joanne's seven quick steps to strengthen your team:

## Time in Training

Rushing into service without detailed training is a big mistake, so it's important to invest time and money.

This doesn't just mean showing them how to cook, but watching them cook the dish and creating a service simulation before you open. Repetition allows staff to correct errors before real-world cooking.

## Basics Beyond Cooking

Fundamentals like hygiene, safety, and service etiquette are just as critical as recipes. Having a well-rounded crew that knows a bit about every part of the process helps kitchens run smoothly.

## Mentors and Buddies

Pairing staff together encourages learning, accountability, and continuity, all while making sure things operate more sustainably. It also reduces reliance on a single person and builds a culture of shared responsibility.

## The Power of Multitasking

Encouraging the team to explore different interests and teaching them skills outside of their own daily

responsibilities builds long-term investments and interest in their roles.

## Keep Staff Motivated Through Development Programs

Initiatives that combine routine work with extra-curricular programmes and certifications can allow people to grow within the business and take over certain tasks in the future.

## Simplicity is Key

A tighter, focused menu makes it easier for staff in all levels to succeed. Having fewer dishes means faster training, more consistency and strong resilience to mistakes.

## Inspire, Don't Copy

Encouraging staff to utilize their own creativity in reinterpreting trends is a win-win situation. You are fostering a sense of encouragement and pride in their craft, and evolving your business by having the whole team lead into the future.

# BORDERLESS



# CUISINE

**In 2026, Borderless Cuisine takes another confident step, with a sharp focus on authenticity, craft, and respect. The year ahead builds on diners' growing interests in combining global flavors in a way that's respectful, refined, and creative, but taps more into their desire to see the chef's skills and cultural fluency at work. It's not 'fusion' for the fun and show of it, but to see real and exciting culinary exchanges on a plate.**

The appeal for many diners lies in the sense of discovery. And in a world of political uncertainty, migration, and global shifts, Borderless Cuisine

offers solidarity through food. Diaspora communities continue to unlock access to hyperlocal ingredients and techniques—see the growing tastes for matcha or hojicha and curiosity for cuisines from Oaxacan food in Southern Mexico to Chongqing cooking, a spicier sub-category of Sichuan. Younger generations are eager for meaningful experiences found in dishes that are inventive, but still grounded.

Borderless Cuisine thrives in full-service restaurants, where chefs have space to explore and experiment with menus.

Heritage recipes are reinterpreted with modern flair, and there are bold combinations of familiar and lesser-known ingredients. Asian flavors continue to lead, but the range is widening into diverse regions, from Andean to Algerian.

Borderless Cuisine goes beyond fad. These dishes are not random mash-ups, but authentic and delightfully eclectic ways to find something this generation is craving most: cultural connection.

# BORDERLESS CUISINE

## Anchored Plates, Global Sparks—

Creative dishes with local roots, from za'atar-laced marinades to ube-infused desserts.

## Technique is the Passport—

Charcoal grilling, brining, wok hei.

## Borderless but not Identity-Less—

Not a melting pot, but a mosaic where each piece retains flavor and meaning.

## TRENDING CUISINE

### Oaxacan

A Southern Mexican cuisine.

### Andean

A range from Colombia, Ecuador, Peru, Bolivia, Argentina and Chile.

### Algerian

North African cuisine.

### Emirati

A diverse span of the UAE.

### Basque

A Southwestern European cuisine spanning Spain and France.

### Sichuan

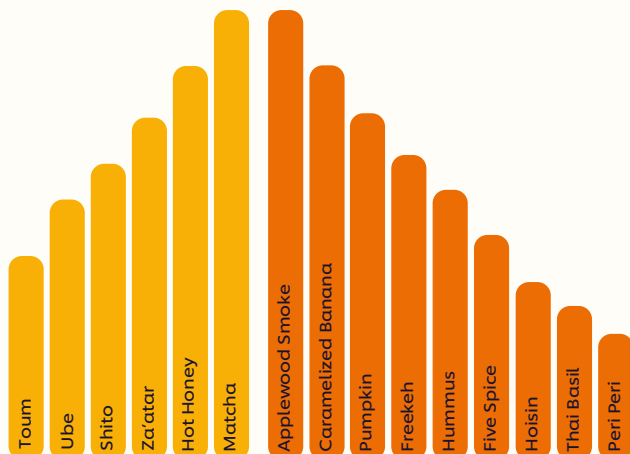
From the Southwestern Chinese province.



**KEY** ■ Trending ■ Emerging

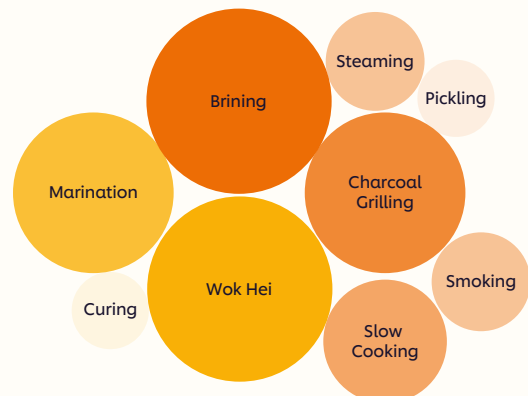
## TRENDING AND EMERGING INGREDIENTS

Ingredients dominate this trend: ube, nam prik and shito, as well as more established matcha and miso.



## TRENDING AND EMERGING TECHNIQUES

Techniques coming to greater prominence: brining, charcoal grilling, marination.



# INGREDIENTS TO WATCH

## BORDERLESS CUISINE

WRITTEN BY Ryan Cahill

WANT YOUR DISHES TO ATTRACT ATTENTION? CONSIDER THESE TRENDING INGREDIENTS IN YOUR *Borderless Cuisine* RECIPES.



**Borderless Cuisine centers around the unity of global flavors. It's a celebration of international dishes, combining techniques and ingredients from around the world and bringing them to some of our favorite dishes.**

**For 2026, there are some stand-out ingredients making their mark within Borderless Cuisine. Consider incorporating these into your Culinary Roots creations to grab the attention of diners:**

### Kimchi

Fermentation continues to be at the forefront of culinary trends, and Kimchi is undeniably the fermentation staple. A Korean side dish, which is usually made from cabbage and radish, Kimchi is bold, tangy, and spicy with a distinct flavor and has become a common element of many dishes.

### Miso

Another fermented favorite, this soybean paste from Japan is known for its Umami flavor. While it was first used as a base for soups, it's now regularly found in glazes, marinades, dressings, and even desserts to introduce a savory twist.

### Tahini

This creamy paste made from ground sesame seeds is much-loved in the Middle East. Its nutty richness makes it the perfect addition to salad dressings, desserts and smoothies, perfectly complementing both the sweet and the savory.

### Pomegranate

Pomegranate may seem like an unlikely rising ingredient, but as curious chefs find new ways to stretch the possibilities of this fruit, its popularity increases. Pomegranate can add freshness and acidity to salads, stews, meat dishes, and desserts. It's great in juice form too. Its vibrant color also helps to give dishes an aesthetic boost.

### Harissa

A North African chilli paste, Harissa is often made with roasted red peppers, garlic, and spices like cumin and coriander. More recently, its smoky, spicy flavor has gone mainstream, now used to elevate roasted vegetables, meats, and pasta dishes.

# HOW TO CAPTURE GEN-Z DINERS

WRITTEN BY Rhys Thomas

WHY REVIVING *tradition and storytelling* THROUGH  
FOOD IS SO IMPORTANT TO THIS GENERATION.



**Gen-Z are a very intentional dining generation. With the cost of living rapidly inflating, and markets saturated, they hark for a special experience with each meal. For them, this is often felt through a human connection and historical learning of the food they are engaging with.**

In the world of restaurants and food, diners are perhaps our most fickle customer base. Sometimes this is driven by trends; other times, shaped by society, economics, or the conditions we live in. As new generations become our guests, it's critical to understand what will inspire them, not just through their palate, but also through their minds and hearts.

According to new research, nearly two-thirds of Gen-Z diners view going out for food as a special occasion, even in casual and QSR environments. They also crave new experiences, like trying new cuisines, dishes, and flavors. That means when they do choose to dine out, it's often somewhere new, and getting them to return takes more than just good food.

The good news? Loyalty is paramount. The same study found that two-thirds of Gen-Z would drive further to eat somewhere they like rather than settle for something local. So the question is: how do you earn that loyalty?

Executive Chef for Thailand, Jiraroj Navanukroh, says the answer lies in the experience. "They take photos of their food," he explains. "So presentation is vital. Maybe reimagine how a dish looks: highlight beautiful, satisfying ingredients." In other words, Gen-Z eats with their eyes first. But that doesn't mean you can skip the story.

"A picture paints a thousand words," says the Philippines Executive Chef, Kenneth Cacho. "But those words still need meaning." He expands: "That means honoring traditional techniques, even if ingredients evolve." For Gen-Z, overloaded with options, emotional and cultural connections matter. "Education plays a vital role. We have to show the history of a dish, what it should be, and how our version responds to that history. That's where the connection forms."

This also speaks to purpose. Today's diners want to feel that you stand for something. Whether you're a brand or a chef, your identity matters. Gen-Z can eat anything, anywhere, they need a reason to believe you do it best. That's why your menu should reflect a clear philosophy. You don't need to over-explain it—but the concept has to be felt.

Kenneth also raises an important point about ethics, especially in the age of "borderless cuisine." Gen-Z grew up with global flavors, but telling those stories requires care and responsibility.

"Sinigang is a great example," he says. "It's a soup soured by a fruit—like Tamarind. If I don't have Tamarind, using vinegar isn't authentic. To make it responsibly, I'd need to use another fruit." In this case, the story of Sinigang is that it's fruit-soured. The fruit may change with the seasons, but cutting corners risks losing the very tradition Gen-Z wants to connect with.

# CRISPY FRIED CHICKEN ALA MAX



WITH SWEET  
POTATO FRIES



# CRISPY FRIED CHICKEN ALA MAX WITH SWEET POTATO FRIES

BY **CARLOS 'PIPO' ALUNING**

This crispy fried chicken ala Max delivers juicy meat with an ultra crisp exterior using a simmer then fry technique. Designed for batch preparation and consistent results, it offers strong comfort appeal and efficient service with familiar Filipino flavors.



**CARLOS 'PIPO' ALUNING**  
Senior Sous Chef  
Unilever Food Solutions, Philippines



## KNORR CHICKEN BROTH BASE

Adds rich, meaty chicken flavor to cooked dishes

## INGREDIENTS

### Simmer the Whole Chicken

8000 ml Water  
50 ml Fish Sauce  
**100 g Knorr Chicken Broth Base 1.5kg**  
5 g Black Peppercorns  
5 g Bay Leaf  
100 g Garlic, pressed  
**50 mL Knorr Liquid Seasoning 3.8L**  
50 g Salt  
2000 g Whole Chicken, dressed and cleaned

### Deep Fry Until Golden and Crisp

1500 ml Vegetable Oil  
**Assemble and Serve**  
Crispy Fried Chicken  
Sweet Potato Fries  
Banana Ketchup

## METHOD

### SIMMER THE WHOLE CHICKEN

- 1 Place all ingredients except the chicken in a large pot.
- 2 Bring to a boil and mix well. Boil for 10 minutes to infuse the liquid with seasoning and aromatics.
- 3 Add the whole chickens to the boiling liquid. Boil for 5 minutes, then lower heat to a gentle simmer.
- 4 Simmer for 40 to 45 minutes until the internal temperature reaches 75°C.
- 5 Remove chicken from the stock and cool completely. For best results, cool the chicken in the stock overnight.

### DEEP FRY UNTIL GOLDEN AND CRISP

- 1 Heat oil to 190°C in a deep fryer. Deep fry the whole chickens until very crispy, about 20 minutes.
- 2 Remove and drain excess oil before cutting or serving.
- 3 **For Assembly:** Portion crispy fried chicken onto serving plates. Serve with sweet potato fries on the side. Add banana ketchup as a condiment.

# DOUBLE FRIED BONELESS CHICKEN WINGS



WITH JERK GLAZE



# DOUBLE FRIED BONELESS CHICKEN WINGS WITH JERK GLAZE

BY CARLOS 'PIPO' ALUNING

These double fried boneless chicken wings deliver maximum crispness with a spicy Jamaican jerk glaze and a cooling mango habanero dip. Built for advance prep and fast finishing, the method ensures consistent texture, strong flavor impact, and high shareability.



## CARLOS 'PIPO' ALUNING

Senior Sous Chef  
Unilever Food Solutions, Philippines

## INGREDIENTS

### Build the Jamaican Jerk Glaze

30 g Jalapeno, chopped  
30 g Pimiento, chopped  
30 g White Onions, chopped  
20 g Garlic, chopped  
20 g Onion Leeks, chopped  
10 g Ginger, chopped  
50 ml Canola Oil  
240 ml Water

### 60 ml Knorr Liquid Seasoning 3.8L

### 5 g Knorr Sure Lasap All-in-One Seasoning Powder 1kg

30 ml Dark Soy Sauce  
30 g Brown Sugar  
3 g Ground Black Pepper  
3 g Nutmeg  
3 g Fresh Thyme

### 10 g Knorr Lime Powder 400g

### Mix the Mango Habanero Dip

240 g Lady's Choice Real Mayonnaise 5.5L

100 g Mango Puree  
45 ml Habanero Hot Sauce

20 ml Apple Cider Vinegar

20 ml Honey  
1 g Cumin

### 2 g Knorr Aromat All Purpose Seasoning Powder 1kg

### Prepare the Chicken for Double Frying

1000 g Boneless Chicken Wings, prepared

### 100 g Knorr Crispy Breading Mix 1kg, for batter

200 ml Water

### 200 g Knorr Crispy Breading Mix 1kg, for dredging

1500 ml Vegetable Oil, for frying

### Glaze and Serve the Wings

Prepared Jamaican Jerk Glaze

Double Fried Boneless Chicken Wings

Prepared Mango Habanero Dip



### LADY'S CHOICE REAL MAYONNAISE

Sweet-sour mayonnaise with firm yet smooth texture



### KNORR CRISPY BREADING MIX

All-in-one breading mix for long-lasting crispy fried dishes



### KNORR SURE LASAP ALL-IN-ONE SEASONING MIX

Garlic and chicken seasoning for tasty stir-fry dishes

## METHOD

### BUILD THE JAMAICAN JERK GLAZE

- 1 Heat canola oil in a hot pan.
- 2 Sauté jalapeno, pimiento, onions, garlic, leeks, and ginger over high heat for 1 to 2 minutes..
- 3 Transfer contents to a blender.
- 4 Add water, Knorr Liquid Seasoning, Knorr Sure Lasap, dark soy sauce, brown sugar, black pepper, nutmeg, fresh thyme, and Knorr Lime Powder.
- 5 Blend until smooth.
- 6 Transfer to a sauce pot, bring to a boil, then simmer for 3 to 5 minutes.
- 7 Strain and discard solids. Reserve the smooth glaze.

### MIX THE MANGO HABANERO DIP

- 1 Combine all ingredients in a bowl.
- 2 Whisk until smooth and fully incorporated.
- 3 Chill lightly until ready to serve.

### PREPARE THE CHICKEN FOR DOUBLE FRYING

- 1 Mix Knorr Crispy Breading Mix with water to form a smooth batter.
- 2 Dip each boneless chicken wing into the batter.
- 3 Dredge in dry Knorr Crispy Breading Mix until fully coated.
- 4 Pre fry in oil heated to 165°C for 2 to 3 minutes.
- 5 Remove and allow wings to cool completely..
- 6 Heat oil to 180°C.
- 7 Fry wings again for 1 to 2 minutes until golden and crisp. Drain excess oil immediately.

### GLAZE AND SERVE THE WINGS

- 1 While wings are hot, toss gently with Jamaican jerk glaze.
- 2 Transfer to a shallow serving plate.
- 3 Serve with mango habanero dip on the side. Optional chips may be added for extra crunch.



# TEMPURA FRIED CHICKEN ROULADE



WITH BROWN BUTTER YUZU



# TEMPURA FRIED CHICKEN ROULADE WITH BROWN BUTTER YUZU

BY **CARLOS 'PIPO' ALUNING**

This tempura fried chicken roulade delivers crisp texture with a creamy, savory center and bright citrus finish. Designed for advance preparation and fast frying, it offers clean slicing, consistent portions, and refined visual appeal for modern menus.



**CARLOS 'PIPO' ALUNING**

Senior Sous Chef  
Unilever Food Solutions, Philippines



## KNORR PROFESSIONAL CRISPY BREADING MIX

All-in-one breading mix for long-lasting crispy fried dishes

### INGREDIENTS

#### Prepare the Chicken for Rolling

1000 g Chicken Leg Quarter Thigh Fillet, skin on and pounded

10 g Knorr Chicken Powder 1kg

45 ml Knorr Liquid Seasoning 3.8L

#### Mix the Cream Cheese Filling

200 g Cream Cheese, softened but cold

70 g Bacon Bits, chopped

20 g Spring Onions, chopped

#### Prepare the Brown Butter Yuzu Soy

200 g Unsalted Butter, for browning

50 ml Yuzu Ponzu

#### Pickle the Radish and Carrots

100 ml Cane Vinegar

25 ml Water

70 g White Sugar

2 g Salt

1 pc Bay Leaf

1 g Peppercorns

75 g Baby Carrots, sliced

75 g White Radish, sliced

#### Roll and Secure the Chicken Roulade

15 g Nori Sheets, whole

#### Steam the Chicken Roulades

Prepared Chicken Roulades

#### Tempura Fry the Chicken Roulade

100 g Knorr Crispy Breading Mix 1kg, for batter

170 g Ice Cold Soda Water

100 g Knorr Crispy Breading Mix 1kg, for dredging

1500 ml Vegetable Oil, for frying

Steamed Chicken Roulades, sliced or whole

#### Mix the Wasabi Mango Dip

150 g Best Foods Real Mayonnaise 5.5L

12 g Wasabi Paste

2 ml Sesame Oil

30 ml Mango Puree

#### Assemble and Plate the Dish

30 ml Brown Butter Yuzu Soy

70 g Tempura Fried Chicken Roulade, sliced

10 g Cabbage Scallion Kimchi

10 g Pickled Radish and Carrots

5 g Wasabi Mango Dip

3 g Spring Onions, chopped

1 g Toasted Sesame Seeds

## METHOD

### PREPARE THE CHICKEN FOR ROLLING

- 1 Lay chicken thigh fillets skin side down on a clean surface.
- 2 Gently pound to an even thickness of about 5 to 7 mm.
- 3 Season evenly with Knorr Chicken Powder and Knorr Liquid Seasoning.
- 4 Rest under refrigeration for 5 to 10 minutes.

### MIX THE CREAM CHEESE FILLING

- 1 Combine cream cheese, bacon bits, and spring onions in a bowl.
- 2 Mix gently until evenly incorporated.
- 3 Keep chilled until ready to use.

### PREPARE THE BROWN BUTTER YUZU SOY

- 1 Simmer butter in a light colored pan over medium heat.
- 2 Stir continuously until butter browns and smells nutty.
- 3 Transfer immediately to a heatproof bowl.
- 4 Whisk in yuzu ponzu until combined.

### PICKLE THE RADISH AND CARROTS

- 1 Combine vinegar, water, sugar, salt, bay leaf, and peppercorns in a pot.
- 2 Bring to a boil and simmer for 2 to 3 minutes.
- 3 Turn off heat and add sliced vegetables. Chill until fully cooled.

### ROLL AND SECURE THE CHICKEN ROULADE

- 1 Place one sheet of nori over each seasoned chicken fillet.
- 2 Spread an even layer of cream cheese filling, leaving a 1.5 to 2 cm border.
- 3 Roll tightly from the long edge, keeping skin on the outside.
- 4 Secure tightly with heat resistant cling film or butcher's twine.

### STEAM THE CHICKEN ROULADES

- 1 Arrange roulades seam side down in a steamer basket.
- 2 Steam at 100°C for 25 to 30 minutes.
- 3 Cook until internal temperature reaches 74°C. Rest 10 minutes before unwrapping.

### TEMPURA FRY THE CHICKEN ROULADE

- 1 Mix Knorr Crispy Breading Mix with soda water to form a light batter.
- 2 Dip roulades into batter, then dredge lightly in dry mix.
- 3 Fry in oil heated to 170 to 180°C until golden and crisp. Drain on a wire rack.

### MIX THE WASABI MANGO DIP

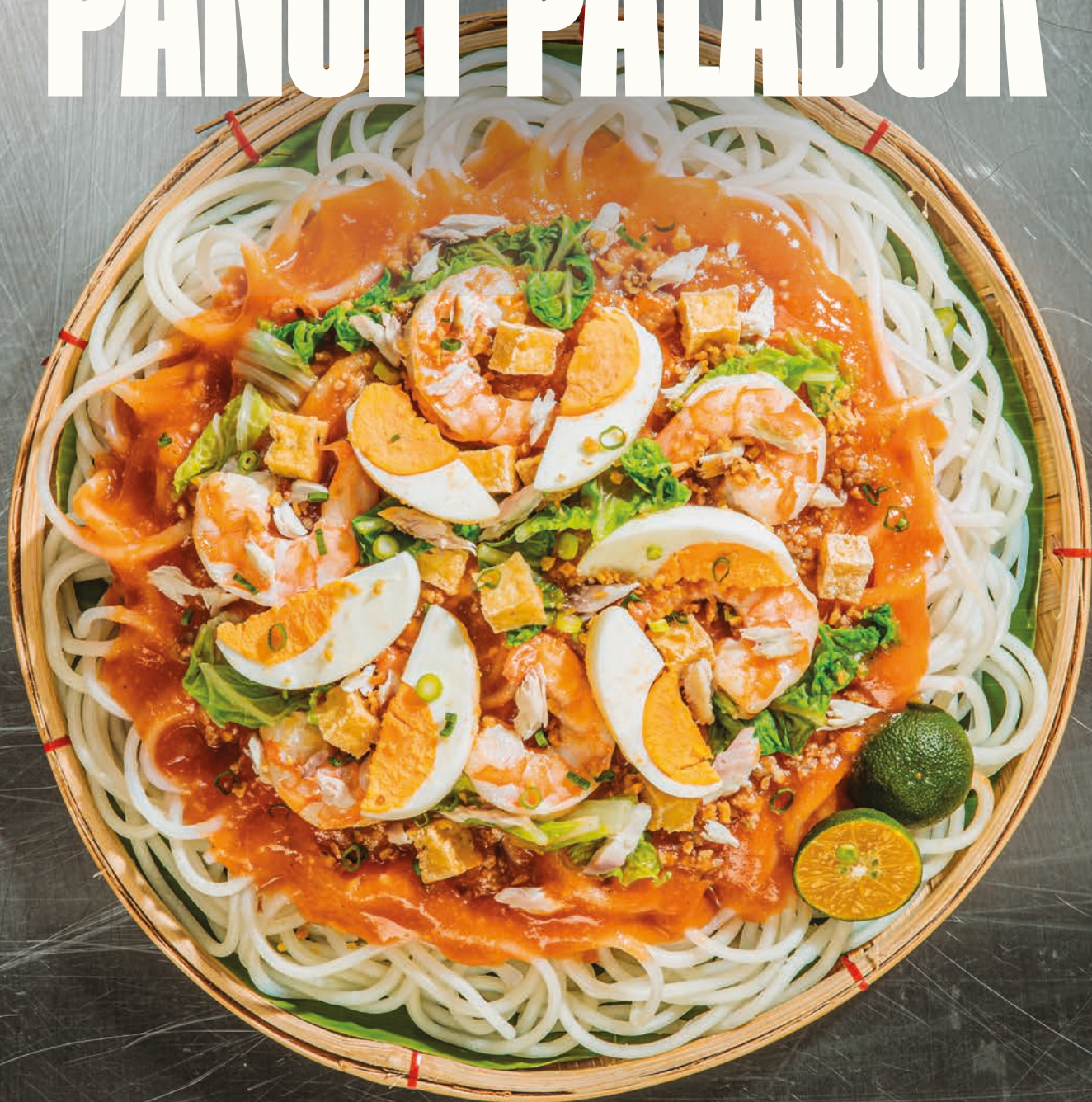
- 1 Combine all ingredients in a bowl. Mix until smooth and well incorporated. Chill until service.

### ASSEMBLE AND PLATE THE DISH

- 1 Spoon brown butter yuzu soy onto the base of the plate. Arrange two slices of chicken roulade on top.
- 2 Add kimchi, pickles, and wasabi mango dip on the side. Finish with spring onions and toasted sesame seeds.



# TRADITIONAL FILIPINO PANCIT PALABOK



WITH SHRIMP SAUCE



# TRADITIONAL FILIPINO PANCIT PALABOK WITH SHRIMP SAUCE

BY **CARLOS 'PIPO' ALUNING**

This traditional Filipino pancit palabok features bihon noodles coated in a savory shrimp sauce with classic toppings for bold flavor and texture. Built for advance sauce preparation and fast assembly, it delivers consistency, familiarity, and strong visual appeal on noodle menus.

## INGREDIENTS

### Blanch and Prepare the Noodles

1000 ml Water

1000 g Palabok Noodles, bihon

45 ml Canola Oil

### Build the Palabok Shrimp Sauce

60 ml Annatto Oil, plus more as needed

45 g Onions, chopped

45 g Garlic, chopped

200 g Ground Pork

2 g Black Pepper, freshly ground

800 ml Water

200 ml Cornstarch Slurry, 1:1 with water

**20 g Knorr Shrimp Seasoning Powder 1kg**

30 ml Patis

### Prepare the Toppings

200 g Shrimp, shelled and deveined

**10 ml Knorr Liquid Seasoning 3.8L**

120 g Tokwa, medium, diced, and fried

**5 g Knorr Sure Lasap All-in-One Seasoning Powder 1kg**

150 g Tinapang Bangus, smoked fish flakes

200 g Wombok or Pechay Baguio, sliced

200 g Eggs, hard boiled and quartered

30 g Fried Garlic, chopped

15 g Spring Onions, chopped

### Assemble the Pancit Palabok

Prepared Palabok Noodles

Prepared Shrimp Sauce

Prepared Toppings

Calamansi, halved, as needed



**CARLOS 'PIPO' ALUNING**

Senior Sous Chef

Unilever Food Solutions, Philippines



### KNORR LIQUID SEASONING

Iconic liquid seasoning with robust flavor and aroma



### KNORR SHRIMP SEASONING POWDER

Enhances shrimp flavor and aroma in seafood dishes



### KNORR SURE LASAP ALL-IN-ONE SEASONING MIX

Garlic and chicken seasoning for tasty stir-fry dishes

## METHOD

### BLANCH AND PREPARE THE NOODLES

- 1 Bring water to a boil in a wok or large pot.
- 2 Blanch palabok noodles until just cooked.
- 3 Drain thoroughly in a colander.
- 4 Toss noodles with canola oil to prevent sticking. Set aside for assembly.

### BUILD THE PALABOK SHRIMP SAUCE

- 1 Heat annatto oil in a wok.
- 2 Stir fry onions, garlic, and ground pork until aromatic.
- 3 Add black pepper, water, cornstarch slurry, Knorr Shrimp Seasoning Powder, and patis.
- 4 Simmer until the sauce thickens.
- 5 Adjust color with additional annatto oil if needed.
- 6 Remove from heat and reserve.

### PREPARE THE TOPPINGS

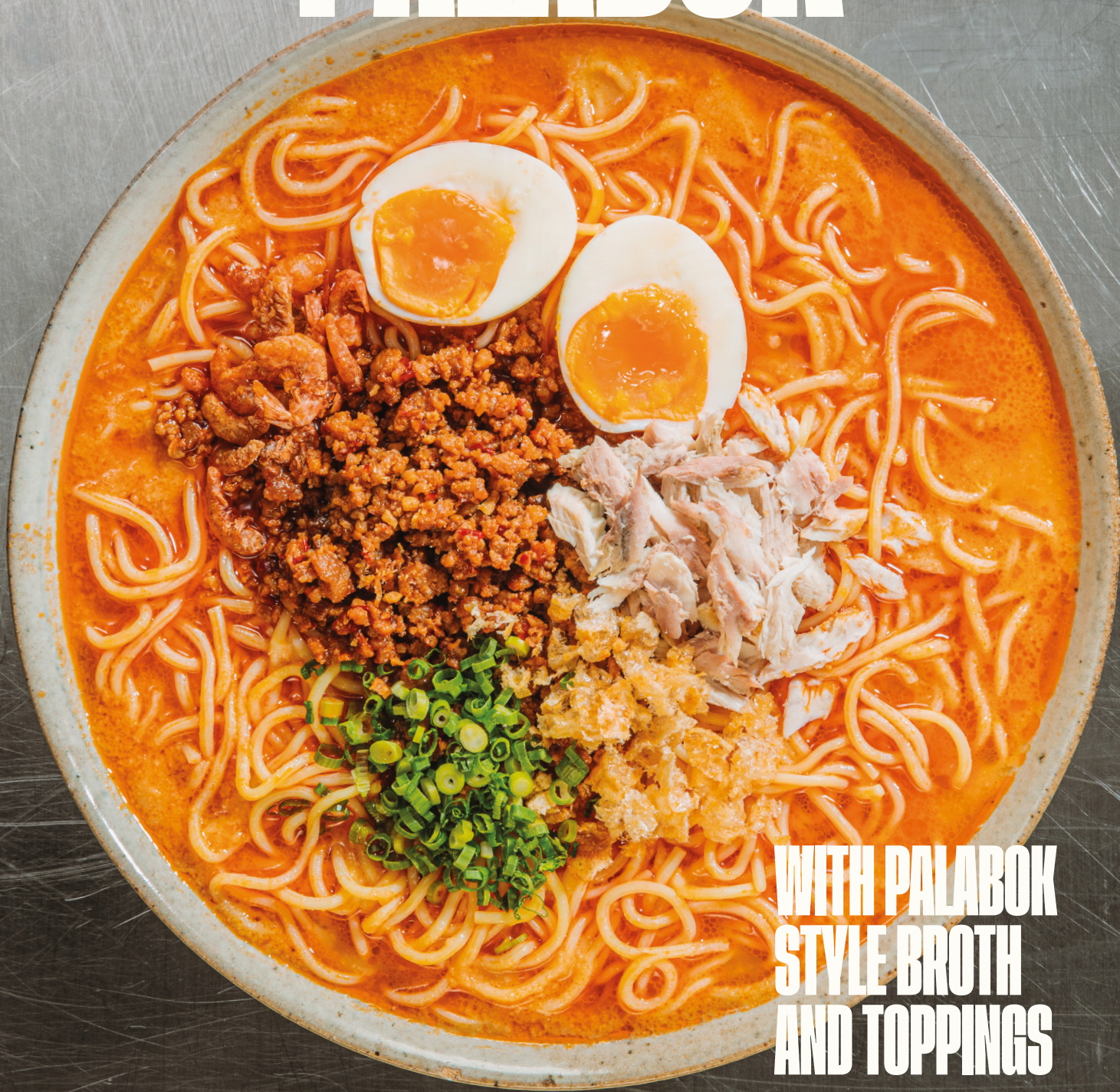
- 1 Sauté shrimp with Knorr Liquid Seasoning until just cooked.
- 2 Season fried tokwa lightly with Knorr Sure Lasap.
- 3 Prepare remaining toppings and keep warm or at room temperature.

### ASSEMBLE THE PANCIT PALABOK

- 1 Arrange palabok noodles on a serving platter or plate.
- 2 Spoon shrimp sauce generously over the noodles.
- 3 Top with shrimp, tokwa, smoked fish flakes, vegetables, eggs, and fried garlic.
- 4 Finish with chopped spring onions. Serve with calamansi on the side.



# **RAMEN PALABOK**



**WITH PALABOK  
STYLE BROTH  
AND TOPPINGS**



# RAMEN PALABOK WITH PALABOK STYLE BROTH AND TOPPINGS

BY **CARLOS 'PIPO' ALUNING**

This ramen palabok blends Japanese ramen structure with Filipino palabok flavors for a bold, comforting noodle bowl. Designed for advance broth preparation and fast bowl assembly, it delivers layered umami, visual impact, and consistent portioning.



**CARLOS 'PIPO' ALUNING**

Senior Sous Chef  
Unilever Food Solutions, Philippines

## INGREDIENTS

### Simmer the Ramen Base Broth

500 g Pork Pata Slices, cleaned and pre-poached

500 g Chicken Feet, cleaned and pre-poached

5000 ml Water

100 g White Onions, quartered

40 g Garlic, whole and pressed

20 g Ginger, sliced and pressed

150 g Onion Leeks, stems

100 ml Sake, optional

40 g Dried Shiitake Mushrooms

**20 g Knorr Pork Broth Base 1.5kg**

**20 g Knorr Chicken Broth Base 1.5kg**

20 g Bonito Flakes

### Prepare the Palabok Style Tare

55 ml Annatto Oil

15 g White Onions, chopped

15 g Garlic, chopped

5 ml Fish Sauce or Patis

30 g All Purpose Flour

**5 g Knorr Shrimp Seasoning Powder 1kg**

500 ml Water

50 g Miso Paste

30 ml Mirin

### Sauté the Spiced Ground Pork

45 ml Annatto Oil

30 g Onions, chopped

30 g Garlic, chopped

350 g Ground Pork

**5 g Knorr Sure Lasap All-in-One Seasoning Powder 1kg**

30 g Wei Chuan Chili Bean Paste

### Assemble the Ramen Palabok Bowl

15 g Palabok Style Tare, prepared

250 ml Ramen Base Broth, very hot

100 g Ramen Noodles, cooked

30 g Sautéed Ground Pork

3 g Smoked Fish Flakes, toasted

3 g Dried Shrimp, toasted

5 g Pork Chicharron Crumble

1 pc Soft Boiled Egg

5 g Spring Onions, chopped



**KNORR CHICKEN BROTH BASE**  
Adds rich, meaty chicken flavor to cooked dishes



**KNORR PORK BROTH BASE**  
Adds rich, meaty pork flavor to soups and dishes



**KNORR SURE LASAP ALL-IN-ONE SEASONING MIX**  
Garlic and chicken seasoning for tasty stir-fry dishes

## METHOD

### SIMMER THE RAMEN BASE BROTH

- 1 Combine all ingredients in a large pot.
- 2 Bring to a boil, then reduce to a gentle simmer.
- 3 Simmer for 2 to 3 hours until liquid reduces by half.
- 4 Skim scum regularly for a clean broth.
- 5 Strain through a fine sieve lined with cloth.
- 6 Discard solids and reserve the clear broth.

### PREPARE THE PALABOK STYLE TARE

- 1 Heat annatto oil in a wok.
- 2 Sauté onions and garlic until aromatic.
- 3 Add patis and reduce slightly.
- 4 Stir in flour to form a paste.
- 5 Add Knorr Shrimp Powder.
- 6 Gradually add water while stirring. Bring to a boil until thickened.
- 7 Add miso paste and mirin. Blend until smooth and reserve.

### SAUTÉ THE SPICED GROUND PORK

- 1 Heat annatto oil in a pan.
- 2 Sauté onions and garlic until fragrant.
- 3 Add ground pork and cook until nearly dry.
- 4 Remove excess fat if needed.
- 5 Season with Knorr Sure Lasap.
- 6 Fold in chili bean paste and mix well. Set aside

### ASSEMBLE THE RAMEN PALABOK BOWL

- 1 Place palabok style tare into a serving bowl. Pour in very hot ramen base broth and mix well.
- 2 Add cooked ramen noodles. Top with ground pork, smoked fish, dried shrimp, and chicharron.
- 3 Add soft boiled egg and finish with spring onions. Serve immediately while hot.



# PALABOK RICE TOSTADA



**WITH SHRIMP  
DRESSING  
AND CRUNCH**



# PALABOK RICE TOSTADA WITH SHRIMP DRESSING AND CRUNCH

BY **CARLOS 'PIPO' ALUNING**

This palabok rice tostada reimagines a Filipino classic into a crisp, shareable format with layered textures and bold shrimp flavor. Designed for advance prep and quick assembly, it delivers strong visual impact and consistent portioning for modern menus.



**CARLOS 'PIPO' ALUNING**

Senior Sous Chef  
Unilever Food Solutions, Philippines

## INGREDIENTS

### Mix the Palabok Dressing

200 ml Lady's Choice Real Mayonnaise 5.5L  
5 g Knorr Shrimp Seasoning Powder 1kg  
2 g Knorr Sure Lasap All-in-One Seasoning Powder 1kg  
10 ml Fish Sauce  
30 ml Annatto Oil  
3 g Knorr Lime Powder 400g

### Prepare the Calamansi Pearls

200 ml Calamansi Juice, freshly squeezed  
50 ml Simple Syrup, 1:1 ratio  
80 g Carte D'Or Green Unflavored Gulaman 1kg  
500 ml Canola Oil, chilled

### Prepare the Tostada Components

300 g Baby Shrimp, sautéed and cooled  
250 g Ground Pork, sautéed and warm  
100 g Fried Garlic  
120 g Tinapa Flakes, toasted  
120 g Pork Chicharron Crumble  
80 g Spring Onions, chopped

### Cook the Salted Egg Purée

18 g Unsalted Butter  
1 g Curry Leaves, optional  
18 g Knorr Golden Salted Egg Powder 800g  
50 ml Evaporated Milk  
100 g Lady's Choice Real Mayonnaise 5.5L  
0.5 g Knorr Lime Powder 400g

### Fry the Rice Tostada Base

6 pcs Vietnamese Rice Wrapper, quartered  
1000 ml Vegetable Oil, for shallow frying

### Assemble the Palabok Rice Tostada

24 pcs Chinese Cabbage or Lettuce, trimmed to fit  
24 pcs Rice Crispy Tostada Base  
Prepared Palabok Dressing  
Prepared Calamansi Pearls  
Prepared Salted Egg Purée  
Prepared Protein Mix  
Fresh Coriander Leaves, chopped



### LADY'S CHOICE REAL MAYONNAISE

Sweet-sour mayonnaise with firm yet smooth texture



### KNORR GOLDEN SALTED EGG POWDER

Creates rich salted egg flavor in one simple step



### KNORR LIME POWDER

Fresh lime taste made from real lime, easy substitute

## METHOD

### MIX THE PALABOK DRESSING

- 1 Combine all ingredients in a bowl.
- 2 Mix until smooth and well incorporated.
- 3 Transfer to a squeeze bottle and set aside.

### PREPARE THE CALAMANSI PEARLS

- 1 Pour canola oil into a container and freeze until very cold.
- 2 Combine calamansi juice, simple syrup, and green gulaman in a pot.
- 3 Bring to a boil while whisking until fully dissolved.
- 4 Transfer liquid to a squeeze bottle and keep warm.
- 5 Drip the mixture into the cold oil to form pearls.
- 6 Strain pearls from oil and chill until needed.

### PREPARE THE TOSTADA COMPONENTS

- 1 Combine shrimp, ground pork, fried garlic, tinapa flakes, and chicharron in a bowl. Mix gently to distribute evenly. Set aside for assembly.

### COOK THE SALTED EGG PURÉE

- 1 Melt butter over medium heat.
- 2 Add curry leaves and sauté briefly, then discard.
- 3 Lower heat and add salted egg powder. Mix into a paste. Whisk in evaporated milk until smooth.
- 4 Cool slightly, then combine with mayonnaise and lime powder.
- 5 Transfer to a squeeze bottle and chill.

### FRY THE RICE TOSTADA BASE

- 1 Heat oil in a pan. Fry rice wrappers in batches until puffed and crisp on both sides. Drain and set aside.

### ASSEMBLE THE PALABOK RICE TOSTADA

- 1 Place cabbage leaves on top of each rice tostada.
- 2 Spoon the protein mixture evenly over the tostadas.
- 3 Pipe salted egg purée on top.
- 4 Drizzle with palabok dressing.
- 5 Finish with calamansi pearls and chopped coriander.



# DINER



# DESIGNED

**Diner Designed is moving forward with a renewed sense of clarity. In 2025, the trend for personalized meals leaned on technology, 'build-your-own' formats, and theatrical, interactive dining. In 2026, it's finding balance, with tastes shifting towards simpler but still enjoyable, thoughtful, dynamic-feeling meals, while restaurant service is smooth and efficient.**

The approachable format gives diners what they crave: a sense of choice in a world of both endless overwhelm, and where much feels curated for them. They want food that bends a little to their needs.

Maybe that means swapping a topping or adjusting a sauce, or a dish that matches growing concerns for health and dietary preferences without dipping on taste or quality. These moments of control make dining feel empowering and fun.

Quick-service restaurants are a natural fit for Diner Designed-eating. For operators, a small degree of flexibility creates big value: it builds loyalty, generates buzz, and adds a premium feel without heavy cost. For diners, it transforms everyday eating: customizable bowls or open kitchens with counter seating for an exciting glimpse of the process

while keeping things quick. Think of the growing appeal of hot-pot restaurants and elevated salad bar concepts that let everyone create their own version of the perfect meal.

Diner Designed goes beyond the plate, and while you might still snap that pic for Instagram before you pick up your fork, the focus has shifted: to ownership of the experience, a sense of choice and connection that makes eating out both routine and memorable.

# DINER DESIGNED

**Customizable Plate-Building Becomes Core to Menus**—Modular dishes where diners can select proteins, sauces, sides, and garnishes.

**Ingredient Stations as Theater and Efficiency Drivers**—Front-of-house preparation: live carving, sauce finishing, topping assembly

can act as both entertainment and a way to showcase freshness and skill.

**Hybrid Menu Items**—Blending crowd-pleasing bases (burgers, bowls, flatbreads) with rotating seasonal or global-inspired toppings.

**Data-Informed Flavor Rotation**—POS data, online reviews, loyalty programme insights for faster, evidence-based menu tweaks.

## TRENDING INGREDIENTS PER REGION

### Middle East

Lemoncello, pistachio, chia seed, kombucha, lychee.

### North America

Dill pickle, biscoff, crispy onions, raw fish.

### Europe

Hot honey, hickory smoke, peri peri, nduja.

### South East Asia

Beetroot, ube, maple, pistachio.

### Africa

Boba, espresso, maple, beetroot.



**KEY** ■ Trending ■ Emerging

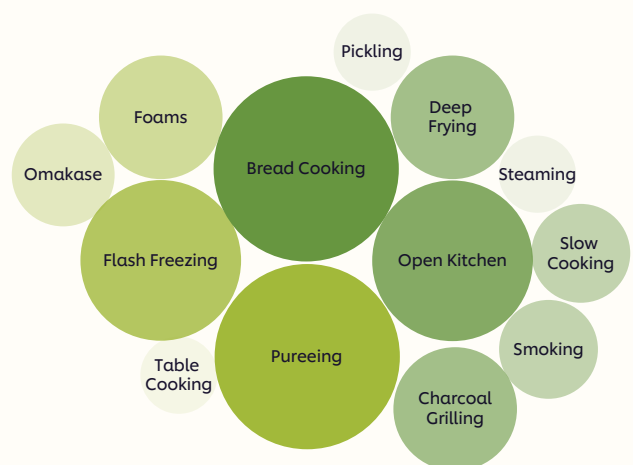
## TRENDING INGREDIENTS

Bright colors such as ube and beetroot, and intense flavors such as dill pickles and smoked sea salt are showing significant growth. Small but mighty customizations.



## TRENDING AND EMERGING TECHNIQUES

New ways of eating, through omakase and communal eating through table cooking and Korean BBQ. Techniques are among the strongest growing topics—foams, purees, and flash freezing.



# DIPPINGS AND TOPPINGS: A GUIDE TO PERSONALIZATION

WRITTEN BY Dino Bonačić

**IN A TIME WHERE THE IMPORTANCE OF CHOICE PLAYS A KEY ROLE IN ATTRACTING NEW DINERS, CHEF BRANDON COLLINS SHARES HIS SECRETS TO EXPLORING MENU PERSONALIZATION – *minimum effort, maximum impact.***



**There was a time where the ultimate restaurant experience was about consistency, but as digital connections allow diners to become increasingly aware and vocal in their preferences, the trend of personalization has a growing role in the hospitality industry.**

**Our research found that customizable plate-building becoming core to menus is the number one most significant point within the Diner Designed trend. Dining has become less about giving strict rules and instructing your guests of every move, and more about providing them with the perfect building blocks to a memorable experience that can never be replicated. With Gen-Z audiences at the forefront of this movement of choice, restaurants are having to respond to the growing individual needs of their future customers. Here, Unilever Food Solutions' Corporate Executive Chef Brandon Collins has tips and tricks on how to embrace this evolution without putting extra pressure on the restaurant and its staff.**

## **Sauces and Condiments**

One of the easiest ways to embrace customization is offering a variety of sauces, dressings, or vinaigrettes. People love to dip and drizzle! You don't need new recipes—just use sauces you already have on the menu, and make larger batches, like moving from a quarter to a gallon. This allows you to offer a personal experience without adding complexity. The sauces are stable, so nothing goes to waste, and it actually helps service run more smoothly while giving guests the flavor flexibility they want.

## **Toppings and Extras**

Offering toppings and additional ingredients gives diners control and accommodates preferences. We know Cilantro divides opinions, so letting people choose whether they want to include it ensures everyone enjoys the dish. The same applies to other menu items: guests can swap or combine ingredients from different dishes. But the key is using what you

already have. People are creating their own experience in their own sandbox, so the dishes will naturally vary. By monitoring what components are popular, you can inform future menu development and make new dishes easier for staff to execute while keeping customization simple and appealing.

## **Cooking Technique**

Cooking techniques are another way to let people customize. A chicken tender can be fried, roasted, or griddled, all using the same equipment. For bigger proteins like short ribs, you can offer a braised version or a grilled Galbi-style, using the same components. It also accommodates dietary preferences—someone may avoid fried food in favor of roasting. Technique variation adds perceived choice and enhances the dining experience while keeping preparation practical and efficient for the kitchen.

# DINER-DESIGNED ON A BUDGET, ACCORDING TO FOUR CHEFS

WRITTEN BY Dino Bonačić

**AWAY FROM HIGH-TECH, HIGH-COST SOLUTIONS, EMBRACING THE DINER-DESIGNED TREND CAN BE A GREAT WAY TO ECONOMICALLY EVOLVE YOUR BUSINESS AND OPEN DOORS TO NEW AUDIENCES. TO INSPIRE YOUR NEXT MOVE, FOUR UNILEVER FOOD SOLUTIONS' CHEFS SHARE THEIR STORIES ON THIS *major food trend.***



**Offering diners an opportunity to tailor their own culinary adventures is an important step in responding to the evolving cultural movement of embracing individuality and choice. Our research shows that ordering apps, QR codes and self-service kiosks are now an accepted and appealing norms in quick service and casual restaurants.**

**But while ideas that embrace technology, AI or visual experiences can be costly, you can also do it in ways that are both cost-effective and creative. With different global perspectives, these four UFS chefs are here to share their stories that will help you in crafting your own version of a diner-designed experience.**

## **Eric Chua Keeps it Simple**

It's important not to overcomplicate things—any menu can embrace that personal feeling with some slight tweaks. Whether it's organizing it according to personality types, zodiac signs or birth months, you create a deeper sense of connection with the person that is tasting it. Even just naming it in a way that builds that personal connection is the simplest way to do it. This does require research, but you should be analyzing your customer profile anyway – you're operating within your own neighbourhood.

## **Pick and Choose with René Noel Schiemer**

Although this trend is often seen as expensive, there are many cost-effective ways to do it. The easiest one is to make the core dish vegetarian or vegan and then offer five add-ons, like fish, chicken, beef... so you have this base that is simple

and affordable while still giving diners choice. Protein is the most expensive part, so this approach also saves money and reduces waste, all the while creating that key element of flexibility. By keeping the foundation straightforward and letting people personalize with toppings or extras, you can achieve an experience without overcomplicating or overspending.

## **Joanne Limoanco-Gendrano Embraces Education**

I have seen a lot more front of house people getting involved in food preparation—even just the simplest action of pouring things or cracking something in front of the diner can create such a buzz. Fine dining started this, with high-end meals like Steak Tartare conceptualized around the experience of grinding it in front of the customer. Today, this approach has trickled down into all levels of the food industry. Whether it's giving a choice of several ready-made sauces or a Dim Sum cart service where you

mix a sauce on the spot—spicy or not—and people can see it. I recently saw a modern Middle Eastern place doing mini shawarmas, sliced and wrapped table side, pressed over coals. You could even choose to add fries—it's a little window of choice, but a meaningful one nonetheless.

### Thaís Gimenez Makes Subtle Moves

I think it's all about the experience—and this can be done on a budget by using data smartly. If a customer always orders well-done beef or celebrates their anniversary at your place every year, you already have the information to anticipate their needs. Have the child's chair ready, suggest the meat the way they like it, or note the occasion. Even small tweaks, like presenting the same ingredient with a different technique—braised tomatoes instead of seared tomatoes—creates a new experience at no extra cost. It's about using what you already

know about your customers, changing the wording or preparation slightly, and making them feel seen. That's personalization, that's Diner Designed, without needing expensive tech or major investment.



# NEW RULES OF DINING

## ACCORDING TO GEN-Z

WRITTEN BY Dino Bonačić

**JUST LIKE EVERY OTHER CREATIVE INDUSTRY, THE CULINARY WORLD IS IN A STATE OF FLUX AS IT SHIFTS ITS FOCUS TO THE FUTURE GENERATION OF BIG SPENDERS. DEFINED BY THEIR OWN RULES AND A CLEAR SET OF PREFERENCES, GEN-Z PRESENTS** *the next big challenge.*



**With fast-growing global spending power, Gen-Z are on their way to becoming every brand's target customer. Our research shows that 84% of Gen-Z eat during their commute and snacks have become a vital part of their working days.**

**Both the richest and the largest generation in humanity's history, they are the future—both literally and metaphorically. In terms of their evolving spending power, long-term growth for any business is impossible without considering their clearly defined choices. But, what do they expect when dining out?**

**Four of Unilever Food Solutions' global chefs dig into their own real life experiences and share insights for getting the future customer on your side. From portion sizes to choice of techniques, these are the steps to future-proofing your culinary business.**

**Brandon Collins,**  
Corporate Executive Chef (US)

One of the biggest things with Gen-Z is that they're not eating large portions. They go out with friends, sit together, and order multiple small dishes rather than big entrees. Shareable, affordable plates work best, and adding small, easy to make mocktails helps because they generally aren't drinking alcohol. They love international flavors in familiar forms—like Kimchi in Risotto balls or Butter Chicken on Nachos—and playful, approachable twists on classic dishes.

**Joanne Limoanco-Gendrano,**  
Executive Chef (PH)

Gen-Z like to have a hand in what they eat. They want choices—what sauce goes with their dish, which side or carb, even little details like sprinkles on fries. Having an interactive element to the dish is important, too. A little Instagram friendly moment, whether it's opening a container, pouring a sauce, or a presentation that creates a visual experience.

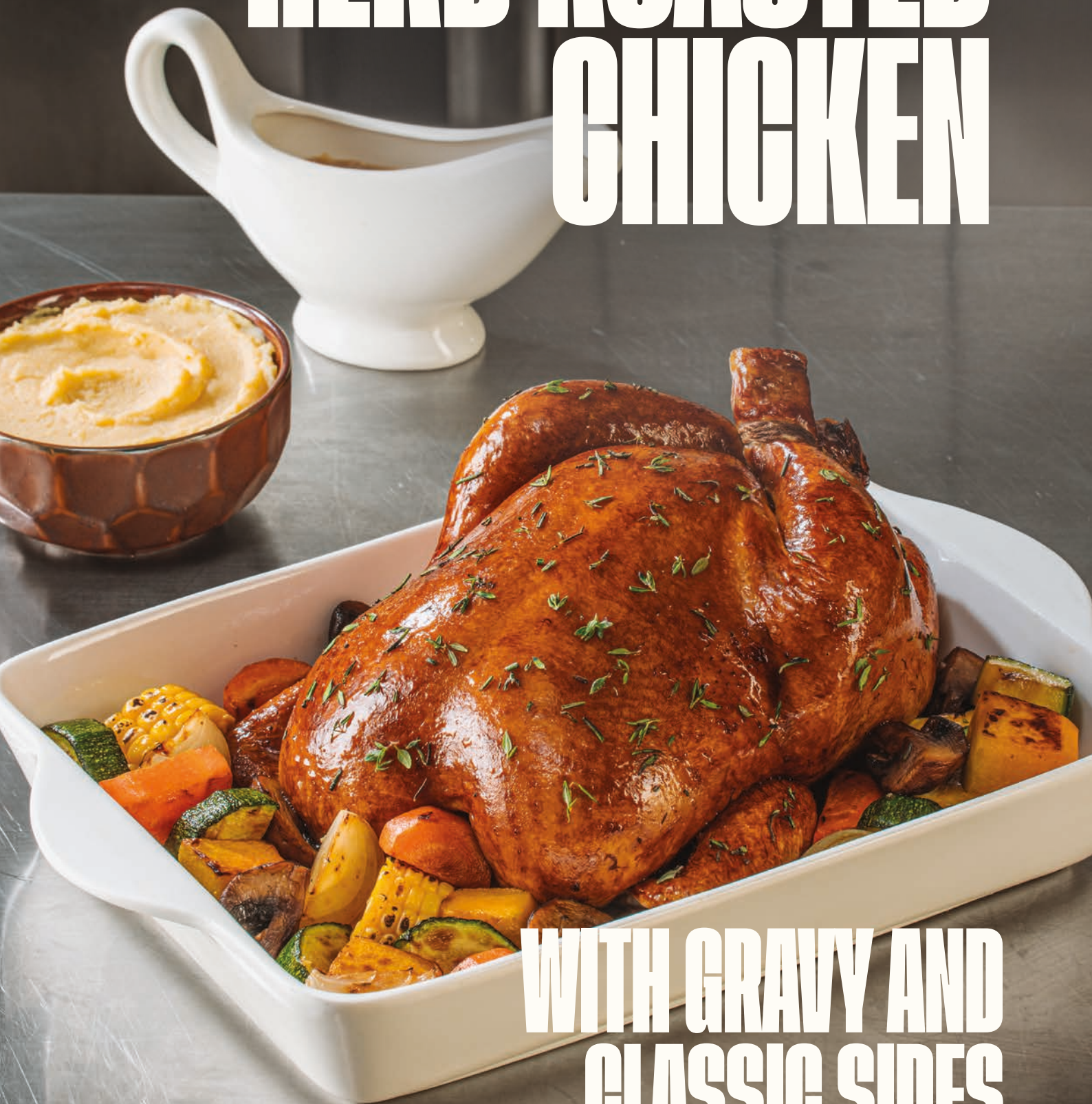
**James Brown,**  
Executive Chef (UK)

Gen-Z decide where to eat very quickly—they look on Instagram, and if it looks cool, they go there. They're immediate, informed, and positive, so you have to strike that balance. If you're unsure, ask them first, then refine those findings with your experience. For snackable dishes, you don't always need new items – half portions from other things on the menu, a small salad or snack section, maybe some fresh juices... it has to feel authentic and practical, not forced.

**René Noel Schiemer,**  
Culinary Consultant (DE)

Tapping into Gen-Z isn't easy, but it helps to meet them where they are. In workplace restaurants, they often skip the canteen for trendy Street Food or bowls, so offering fresh, visually-appealing, fitness- or specialty-focused dishes draws them back. Location also matters, so understanding local preferences and offering creative, approachable options is key.

# HERB ROASTED CHICKEN



WITH GRAVY AND  
CLASSIC SIDES



# HERB ROASTED CHICKEN WITH GRAVY AND CLASSIC SIDES

BY **J BRANDO SANTOS**

A classic Sunday roast featuring herb rubbed chicken roasted until juicy and golden, served with rich pan gravy, roasted vegetables, and buttery whipped potatoes. Familiar flavors, simple preparation, and make ahead friendly sides make this dish ideal for consistent execution and broad menu appeal.



**J BRANDO SANTOS**  
Senior Sous Chef  
Unilever Food Solutions, Philippines

## INGREDIENTS

### Season and Prepare the Whole Chicken

1200 g Whole Chicken, cleaned and trimmed

### 40 g Knorr Chicken Powder 1kg

10 g Fresh Rosemary, chopped

5 g Fresh Thyme

3 g Cracked Black Pepper

45 ml Olive Oil

2 pcs Lemon, cut into wedges

100 g Carrots, peeled and cut into large dice

100 g White Onions, peeled and quartered

80 g Peeled Garlic, pounded

2 pcs Bayleaf

### Roast and Rest the Herb Chicken

Prepared Whole Chicken

### Prepare the Pan Gravy

Reserved Meat Juices and Cooked Vegetables from roast chicken

### 110 g Knorr Gravy Mix 550g

700 ml Water

200 ml Whole Milk

### 10 ml Knorr Liquid Seasoning 3.8L

2 g Cracked Black Pepper

### Roast the Mixed Vegetables

150 g White Onions, peeled and quartered

100 g Carrots, peeled and cut into large dice

200 g Fresh Button Mushrooms

150 g Squash, peeled and cut into large dice

150 g Zucchini, cut into large dice

200 g Sweet Corn, boiled and cut into thick slices

### 10 g Knorr Aromat All Purpose Seasoning Powder 1kg

60 ml Olive Oil

### Cook the Buttery Whipped Potatoes

750 ml Whole Milk

### 10 g Knorr Aromat All Purpose Seasoning Powder 1kg

### 125 g Knorr Potato Flakes 2kg

45 g Unsalted Butter

### Assemble and Serve the Sunday Roast

Roasted Herb Chicken

Pan Gravy

Roasted Vegetables

Buttery Whipped Potatoes



**KNORR CHICKEN POWDER**  
Enhances chicken meatiness in soups and cooked dishes



**KNORR POTATO FLAKES**  
Versatile, high-quality potato base made from real potatoes



**KNORR GRAVY MIX**  
Creates rich mushroom gravy for fried chicken and meat dishes

## METHOD

### SEASON AND PREPARE THE WHOLE CHICKEN

- 1 Season the whole chicken, including the cavity, with Knorr Chicken Powder.
- 2 Combine rosemary, thyme, olive oil, and cracked black pepper.
- 3 Rub the herb mixture thoroughly over the chicken.
- 4 Place lemon wedges, carrots, onions, garlic, and bayleaf inside the cavity.
- 5 Truss the chicken and place on a roasting pan.

### ROAST AND REST THE HERB CHICKEN

- 1 Preheat the oven to 350 F.
- 2 Roast the chicken for 45 minutes to 1 hour, until fully cooked.
- 3 Remove from the oven and rest for 10 minutes before portioning.
- 4 Remove cooked vegetables from the cavity.
- 5 Strain and reserve the meat juices for the pan gravy.

### PREPARE THE PAN GRAVY

- 1 Combine meat juices, cooked vegetables, gravy mix, water, and milk in a pot.
- 2 Whisk well to dissolve the gravy mix.
- 3 Place over medium heat and bring to temperature while whisking.
- 4 Allow the gravy to thicken.
- 5 Season with Knorr Liquid Seasoning and cracked black pepper.
- 6 Strain before serving.

### ROAST THE MIXED VEGETABLES

- 1 Preheat the oven to 350 F.
- 2 Place all vegetables in a bowl..
- 3 Season with Knorr Aromat and drizzle with olive oil.
- 4 Mix well to coat evenly.
- 5 Transfer to a roasting pan.
- 6 Roast until vegetables are cooked but still firm.

### COOK THE BUTTERY WHIPPED POTATOES

- 1 Combine milk and Knorr Aromat in a pan.
- 2 Place over medium heat and bring to a boil.
- 3 Add potato flakes and whisk until fully rehydrated.
- 4 Stir in butter until smooth and creamy.
- 5 Serve warm as a side dish.

### ASSEMBLE AND SERVE THE SUNDAY ROAST

- 1 Portion the rested roast chicken onto serving plates.
- 2 Add roasted vegetables and whipped potatoes on the side.
- 3 Spoon pan gravy over the chicken or serve on the side.
- 4 Serve immediately.

# BEIJING STYLE CHICKEN



WITH WHEAT  
WRAPPERS  
AND CONDIMENTS





# BEIJING STYLE CHICKEN WITH WHEAT WRAPPERS AND CONDIMENTS

BY **CARLOS 'PIPO' ALUNING**

Inspired by the iconic Peking duck, this Beijing style chicken is marinated with Chinese spices, mandarin peel, and wine, air dried for crisp skin, then roasted and flash fried. Served with wheat wrappers, fermented radish, pickles, and plum hoisin or sweet soy glaze, it delivers bold flavor, texture, and theatrical presentation.



**CARLOS 'PIPO' ALUNING**  
Senior Sous Chef  
Unilever Food Solutions, Philippines



## KNORR OYSTER FLAVOURED SAUCE

Balanced oyster sauce for Filipino and Asian dishes

### INGREDIENTS

#### Prepare the Fragrant Spice Mix

50 g Knorr Chicken Powder 1kg  
10 g Five Spice Powder  
10 g White Sugar  
10 g White Pepper  
10 g Ginger Powder

#### Marinate and Stuff the Whole Chicken

2000 g Whole Chicken, 2 pcs, cleaned, neck intact  
50 ml Hoisin Sauce  
60 g Red Onions, chopped  
1 g Star Anise, about 2 pcs  
45 g Garlic, whole, pressed  
30 ml Xiao Xing Wine  
10 g Mandarin Orange Peel  
50 g Fragrant Spice Mix, prepared

#### Air Dry the Chicken

Marinated Whole Chicken

#### Blanch the Chicken for Skin Expansion

3000 ml Water  
240 g Maltose  
1 pc Lemon, sliced

#### Roast the Chicken Until Crisp

2 pcs Blanched Whole Chicken

#### Blanch Fry for Final Crisping

2 pcs Roasted Chicken  
2000 ml Hot Oil

#### Simmer the Sweet Soy Glaze

10 g Spring Onions, white part only  
10 g Ginger, sliced  
**20 ml Knorr Oyster Flavoured Sauce 3.6kg**  
30 ml Light Soy Sauce  
10 ml Dark Soy Sauce  
150 g Brown Sugar  
15 ml Black Bean Brine  
10 ml Sesame Oil  
400 ml Water  
1 pc Bayleaf  
1 pc Star Anise  
1 pc Cinnamon Stick

#### Carve and Assemble the Dish

Prepared Wheat Wrappers, steamed  
Carved Crispy Chicken  
Plum Hoisin Sauce, prepared or market form  
Sweet Soy Glaze, prepared  
Fermented Radish, prepared  
Scallion Sticks, prepared  
Pickled Ginger, prepared  
Cucumber Sticks, prepared

## METHOD

### PREPARE THE FRAGRANT SPICE MIX

- 1 Combine all ingredients in a bowl.
- 2 Mix until evenly blended. Set aside for marination.

### MARINATE AND STUFF THE WHOLE CHICKEN

- 1 Spread hoisin sauce inside the cavity of each chicken.
- 2 In a bowl, combine red onions, star anise, garlic, wine, mandarin peel, and fragrant spice mix.
- 3 Stuff the mixture inside the chicken cavity.
- 4 Secure the cavity using a skewer or threading stick.
- 5 Lightly rub the exterior with remaining spice mix if desired.

### AIR DRY THE CHICKEN

- 1 Insert a hook through the neck of each chicken.
- 2 Hang inside the chiller uncovered.
- 3 Air dry for at least 12 hours until the skin feels dry.

### BLANCH THE CHICKEN FOR SKIN EXPANSION

- 1 Bring water, maltose, and lemon slices to a boil, then reduce to a simmer.
- 2 Bathe the air dried chicken in the hot liquid several times until the skin tightens and expands.
- 3 Hang and air dry at room temperature for 1 to 2 hours until completely cooled.

### ROAST THE CHICKEN UNTIL CRISP

- 1 Preheat a convection oven to 170 C.
- 2 Hang the chickens inside the oven or place on a rack.
- 3 Roast for 45 to 50 minutes until fully cooked and golden.
- 4 Remove and allow to cool slightly.

### BLANCH FRY FOR FINAL CRISPING

- 1 Heat oil to frying temperature.
- 2 Quickly blanch fry the roasted chicken until deep golden and glossy.
- 3 Remove and rest briefly before carving.

### SIMMER THE SWEET SOY GLAZE

- 1 Combine all ingredients in a sauce pot.
- 2 Bring to a boil, then simmer until reduced by half.
- 3 Strain and discard aromatics.
- 4 Set aside the glaze.

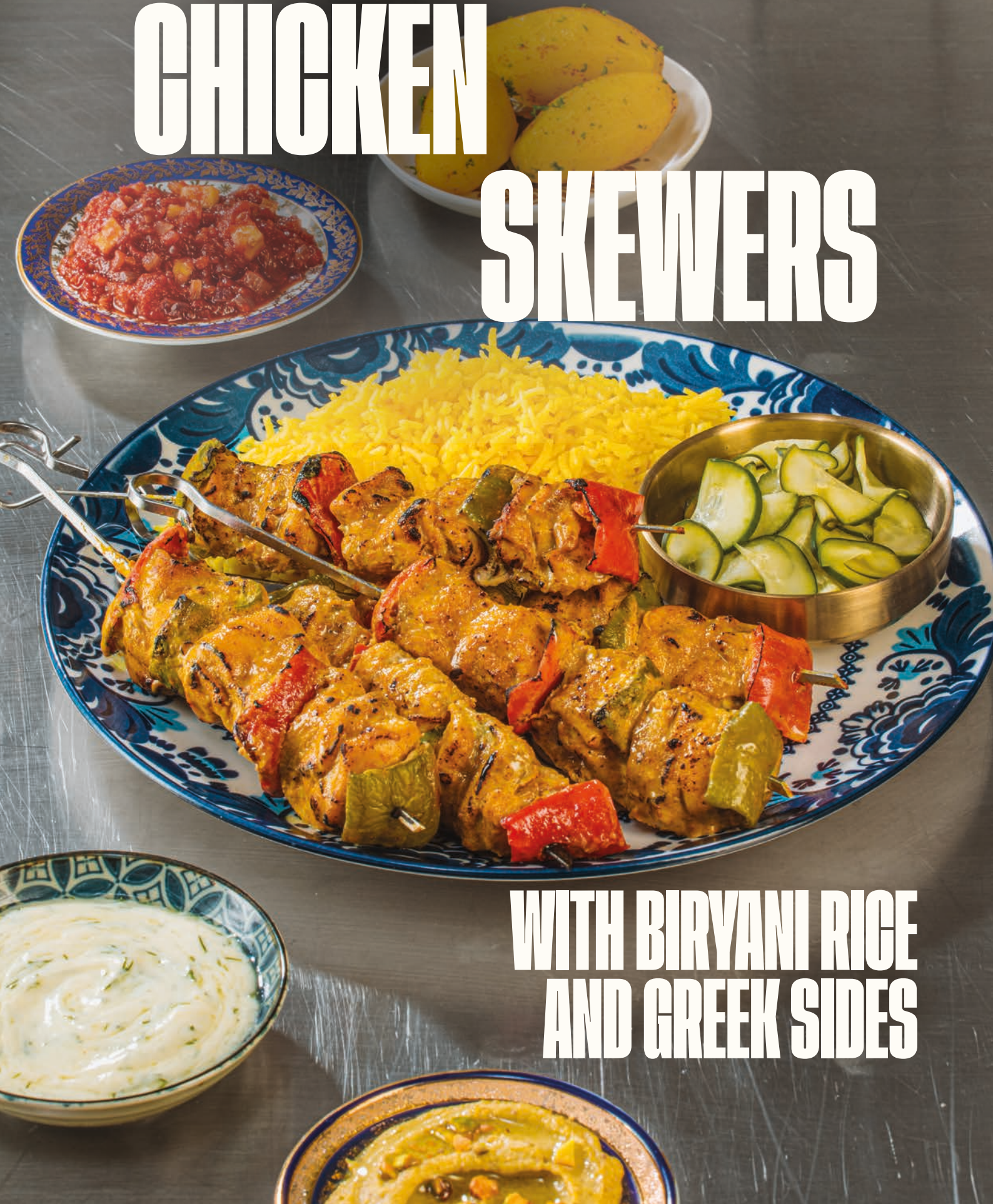
### CARVE AND ASSEMBLE THE DISH

- 1 Carve the chicken into thin slices, keeping skin intact.
- 2 Arrange wrappers and condiments on a platter.
- 3 Allow diners to assemble wraps with chicken, sauces, and condiments.



**ROASTED  
CHICKEN**

**SKEWERS**



**WITH BIRYANI RICE  
AND GREEK SIDES**



# ROASTED CHICKEN SKEWERS, BIRYANI RICE, AND GREEK SIDES

BY **KENNETH CACHO**

Juicy yogurt marinated chicken and capsicum skewers grilled for smoky char, served with fragrant biryani rice and bright, creamy sides. Pistachio white bean hummus, dill parsley labneh, pickled cucumbers, roasted tomato chutney, saffron potatoes, and crisp sesame crackers create a premium platter that is easy to prep in advance and fast to assemble during service.



**KENNETH CACHO**  
Country Executive Chef  
Unilever Food Solutions, Philippines



## KNORR AROMAT ALL PURPOSE SEASONING POWDER

Enhances natural food flavor  
with herbs and spices

### INGREDIENTS

#### Cure the Crisp Pickled Cucumbers

250 g English Cucumbers, thinly sliced

50 g White Vinegar

25 g Water

50 g White Sugar

50 g Salt

0.5 g Coriander Seeds

12 pcs Peppercorns

**5 g Knorr Aromat All Purpose Seasoning Powder 1kg**

#### Mix the Yogurt Lime Spice Marinade

1000 g Chicken Thighs, cut into 1.5-inch cubes

**20 g Knorr Chicken Powder 1kg**

250 g Red Capsicums, cut into 1.5-inch cubes

250 g Green Capsicums, cut into 1.5-inch cubes

200 g Greek Yoghurt

5 g Lime Powder

25 g Garlic, minced

5 g Smoked Paprika

2 g Cumin Powder

2 g Coriander Powder

2 g Turmeric Powder

80 ml Olive Oil

#### Simmer the Roasted Tomato Chutney

300 g Cherry Tomatoes, roasted

100 g Red Onions, diced

20 g Ginger, thinly sliced

50 g White Vinegar

100 g Sugar

1 pc Cinnamon Stick

**10 g Knorr Aromat Seasoning Powder 1kg**

4 pcs Star Anise

0.5 g Mustard Seeds

0.5 g Coriander Seeds

#### Blend the Pistachio-White Bean Hummus

250 g White Beans, cooked until soft

150 g Pistachios

5 g Knorr Lime Powder 400g

10 g Garlic, minced

100 ml Olive Oil

0.5 g Cumin Powder

**5 g Knorr Aromat Seasoning Powder 1kg**

80 ml Water

#### Fold the Dill-Parsley Labneh

250 g Greek Yoghurt

**5 g Knorr Lime Powder 400g**

**10 g Knorr Aromat Seasoning Powder 1kg**

10 g Fresh Dill, chopped

50 ml Olive Oil

Black Pepper, to taste

#### Cook the Fragrant Biryani Rice

500 g Basmati Rice

1200 ml Water

2 pcs Bay Leaves

6 pcs Cardamom Pods

2 pcs Cloves

2 pcs Cinnamon Sticks

1 g Saffron

2 g Turmeric Powder

200 g Unsalted Butter or Ghee

**40 g Knorr Chicken Broth Base 1.5kg**

**10 g Knorr Aromat Seasoning Powder 1kg**

## INGREDIENTS

### Glaze the Saffron Potatoes

500 g Potatoes, peeled and turned  
1 g Saffron

### 20 g Knorr Chicken Broth Base 1.5kg

1000 ml Water  
100 g Unsalted Butter or Ghee

5 g Flat Parsley, chiffonade

Maldon Salt, to taste

Smoked Paprika, to taste

### Skewer and Grill the Chicken

Prepared Marinated Chicken

Prepared Red and Green Capsicums

Reserved Marinade for Basting

### Arrange and Serve the Platter

Prepared Fragrant Biryani Rice

Prepared Roasted Chicken Skewers

Prepared Saffron-Glazed Potatoes

Prepared Pistachio-White Bean Hummus

Prepared Dill-Parsley Labneh

Prepared Roasted Tomato Chutney

Prepared Crisp Pickled Cucumbers

Olive Oil, for finishing

Fresh Herbs, for garnish

Smoked Paprika, for garnish

Toasted Pistachios, optional garnish

## METHOD

### CURE THE CRISP PICKLED CUCUMBERS

- 1 Place the cucumbers in a bowl and sprinkle generously with salt. Allow to cure for 8 hours.
- 2 Rinse thoroughly and soak in cold water for 30 minutes. Transfer to sterilized containers.
- 3 In a saucepan, combine the vinegar, water, sugar, coriander seeds, peppercorns, and Knorr Aromat. Bring to a boil.
- 4 Pour the hot pickling liquid directly over the cucumbers.
- 5 Allow to mature for at least 2 days before serving, or 1 week for best flavor development.

### MIX THE YOGURT LIME SPICE MARINADE

- 1 In a bowl, combine the yoghurt, lime powder, garlic, smoked paprika, cumin, coriander, turmeric, olive oil, and Knorr Chicken Powder.
- 2 Add the chicken and marinate for at least 2 hours, or overnight for best tenderness and flavor.

### SIMMER THE ROASTED TOMATO CHUTNEY

- 1 Roast the cherry tomatoes at 350°F for 5 minutes.
- 2 In a saucepan, combine the vinegar, sugar, cinnamon, star anise, mustard seeds, coriander seeds, and Knorr Aromat. Bring to a boil and reduce until slightly syrupy.
- 3 Add the ginger, onions, and roasted tomatoes.
- 4 Bring back to a boil and cook for 5 minutes.
- 5 Blend lightly using an immersion blender until chunky.
- 6 Return to the heat and cook down slightly before serving.

### BLEND THE PISTACHIO-WHITE BEAN HUMMUS

- 1 Using a high-speed blender, blend the pistachios and olive oil until a smooth paste forms.
- 2 Add the white beans, lime powder, garlic, cumin powder, Knorr Aromat, and water.
- 3 Blend until smooth and creamy.
- 4 Adjust consistency with additional water if needed.
- 5 Chill until ready to serve.

## METHOD

### FOLD THE DILL-PARSLEY LABNEH

- 1 Fold together the Greek yoghurt, lime powder, Knorr Aromat, dill, olive oil, and black pepper.
- 2 Chill until ready to serve.

### COOK THE FRAGRANT BIRYANI RICE

- 1 Bring the water to a boil. Add the bay leaves, cardamom, cloves, cinnamon, saffron, turmeric, and Knorr Chicken Broth Base.
- 2 Add the basmati rice and cook covered over low heat for 12–15 minutes, or until tender.
- 3 Allow the rice to rest for 5 minutes.
- 4 Fluff gently with a fork and fold through the butter or ghee.
- 5 Season with Knorr Aromat before serving.

### GLAZE THE SAFFRON POTATOES

- 1 In a saucepan, combine the water, saffron, and Knorr Chicken Broth Base.
- 2 Bring to a boil and add the potatoes. Cook until tender, approximately 20 minutes.
- 3 Remove the potatoes and set aside.
- 4 Reduce the cooking liquid to one-third of its original volume, then whisk in the butter or ghee.
- 5 Return the potatoes to the pan and glaze over low heat for 10 minutes.
- 6 Finish with flat parsley, smoked paprika, and Maldon salt.

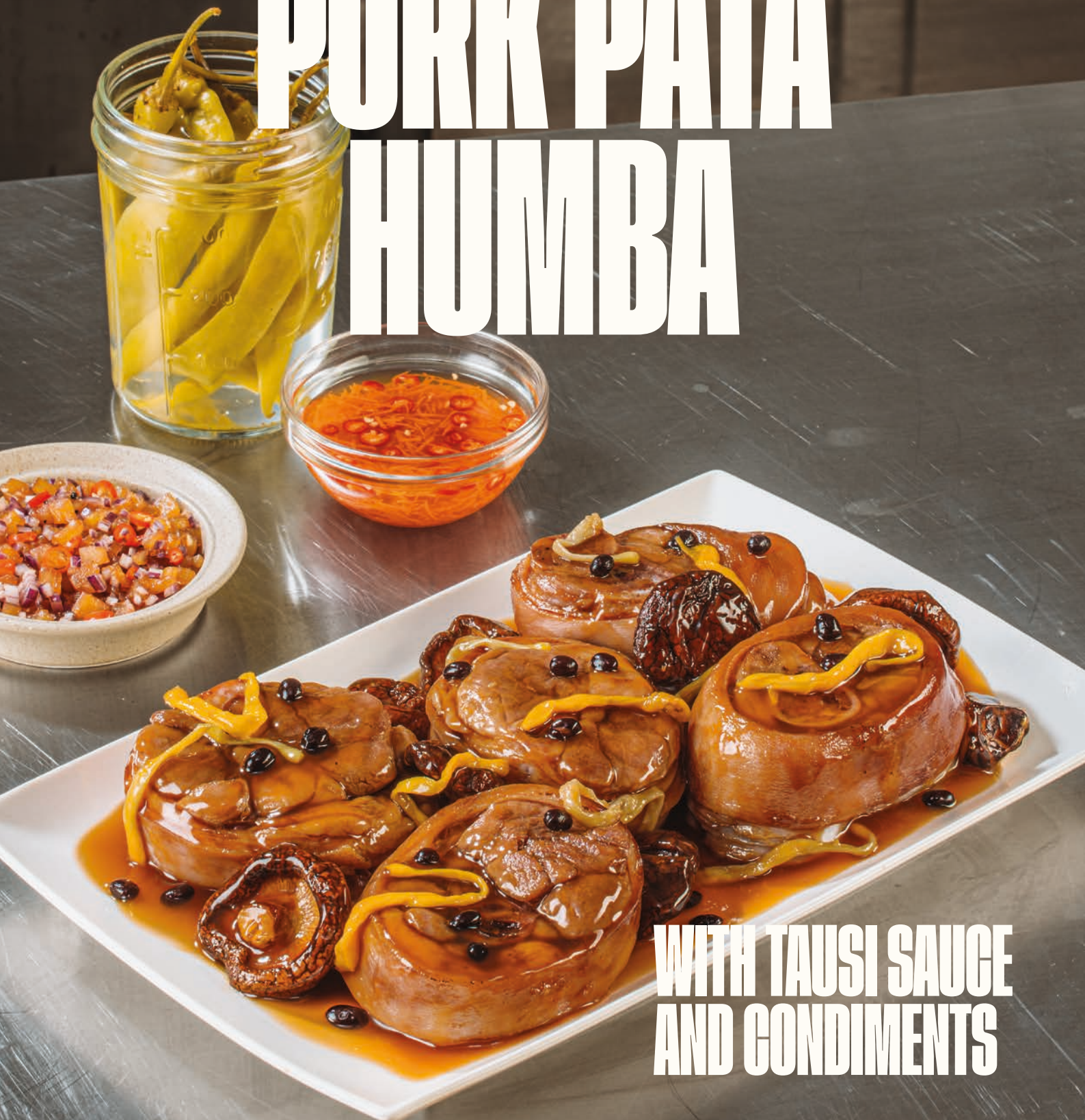
### SKEWER AND GRILL THE CHICKEN

- 1 Thread the marinated chicken onto skewers, alternating with red and green capsicum.
- 2 Grill over high heat (charcoal preferred) until smoky and lightly blistered, basting occasionally with the remaining marinade.
- 3 Rest for 3 minutes before serving.

### ARRANGE AND SERVE THE PLATTER

- 1 Spoon the Fragrant Biryani Rice onto the center-back of a large serving platter.
- 2 Arrange the grilled chicken skewers across the front of the platter.
- 3 Place the Crisp Pickled Cucumbers in a small serving bowl and position alongside the skewers.
- 4 Transfer the Pistachio–White Bean Hummus into a shallow bowl and finish with olive oil, smoked paprika, and toasted pistachios.
- 5 Spoon the Dill–Parsley Labneh into a serving bowl and swirl the surface with olive oil and fresh dill.
- 6 Serve the Roasted Tomato Chutney in a separate side dish beside the platter.
- 7 Arrange the Saffron–Glazed Potatoes on a separate plate and garnish with parsley, smoked paprika, and Maldon salt.
- 8 Finish the platter with extra olive oil, fresh herbs, and a final sprinkle of smoked paprika before serving immediately.

# MINDANAO PORK PATA HUMBA



**WITH TAUSI SAUCE  
AND CONDIMENTS**



# MINDANAO PORK PATA HUMBA WITH TAUSI SAUCE AND CONDIMENTS

BY **J BRANDO SANTOS**

A classic Sunday roast featuring herb rubbed chicken roasted until juicy and golden, served with rich pan gravy, roasted vegetables, and buttery whipped potatoes. Familiar flavors, simple preparation, and make ahead friendly sides make this dish ideal for consistent execution and broad menu appeal.



**J BRANDO SANTOS**  
Senior Sous Chef  
Unilever Food Solutions, Philippines



## KNORR OYSTER FLAVOURED SAUCE

Balanced oyster sauce for Filipino and Asian dishes

### INGREDIENTS

#### Toast the Aromatics for Humba

80 g Garlic Clove, peeled and bruised  
1 pc Bayleaf  
1 pc Cinnamon Stick  
40 g Leeks, white part, chopped  
20 g Ginger, peeled and bruised  
3 pcs Star Anise  
1 g Chili Flakes

#### Pressure Cook the Pork Pata

1200 g Pork Pata, front part, trimmed and cleaned  
1300 ml Water  
450 ml Pineapple Juice  
20 g Knorr Pork Broth Base 1.5kg  
60 ml Knorr Oyster Flavoured Sauce 3.6kg

#### 60 ml Knorr Liquid Seasoning

50 ml Dark Soy Sauce  
100 g Brown Sugar  
Prepared Toasted Aromatics

#### Simmer the Tausi Shiitake Humba Sauce

Reserved Braising Liquid  
200 ml Water  
30 g Brown Sugar  
45 g Tausi, drained and rinsed  
15 g Dried Shiitake Mushrooms, soaked in hot water

40 g Banana Blossoms  
Cornstarch Slurry, as needed, to thicken the sauce

#### Pickle the Green Chili Atchara

120 g Green Chili, pricked  
5 g Rock Salt  
240 ml White Vinegar  
120 g White Sugar  
80 ml Water

#### Mix the Pineapple Chili Salsa

120 g Pineapple Chunks, cut into small dice, sautéed in brown sugar

30 g Red Onions, cut into small dice  
3 g Siling Labuyo, chopped

#### 1 g Knorr Aromat All Purpose Seasoning Powder 1kg

Brown Sugar, as needed, for sautéing the pineapple

#### Blend the Chili Patis Dip

80 ml Patis  
3 g Siling Labuyo, chopped  
50 ml White Vinegar  
30 g White Sugar  
30 g Grated Carrots  
30 ml Water

#### Portion and Serve the Humba

Cooked Pork Pata  
Prepared Tausi Shiitake Humba Sauce  
Green Chili Atchara  
Pineapple Chili Salsa  
Chili Patis Dip

## METHOD

### TOAST THE AROMATICS FOR HUMBA

- 1 Combine all aromatics in a dry pan.
- 2 Dry toast over medium heat until fragrant.
- 3 Transfer to a container and set aside.

### PRESSURE COOK THE PORK PATA

- 1 Combine pork pata, water, pineapple juice, Knorr Pork Broth Base, Knorr Oyster Sauce, Knorr Liquid Seasoning, dark soy sauce, brown sugar, and toasted aromatics in a pressure cooker.
- 2 Pressure cook for 40 minutes, or until the pork is tender.
- 3 Remove the pork pata and set aside.
- 4 Strain the braising liquid and reserve for the sauce.

### SIMMER THE TAUSI SHIITAKE HUMBA SAUCE

- 1 Combine reserved braising liquid, water, brown sugar, tausi, soaked shiitake, and banana blossoms in a pot.
- 2 Simmer for 8 minutes to meld flavors.
- 3 Thicken gradually with cornstarch slurry until the sauce coats a spoon.
- 4 Keep warm for serving.

### PICKLE THE GREEN CHILI ATCHARA

- 1 Rub green chili with rock salt and leave for 1 hour to draw out excess moisture.
- 2 Combine white vinegar, white sugar, and water in a pot and bring to a boil.
- 3 Place salted chilies into a clean bottle or container.
- 4 Pour the hot pickling liquid over the chilies.
- 5 Cool completely, then cover and chill.

### MIX THE PINEAPPLE CHILI SALSA

- 1 Sauté diced pineapple with a small amount of brown sugar until lightly caramelized, then cool.
- 2 Combine cooled pineapple, red onions, siling labuyo, and Knorr Aromat in a bowl.
- 3 Mix well, cover, and chill.

### BLEND THE CHILI PATIS DIP

- 1 Combine patis, siling labuyo, white vinegar, white sugar, grated carrots, and water in a bowl.
- 2 Mix until the sugar dissolves.
- 3 Cover and chill.

### PORTION AND SERVE THE HUMBA

- 1 Portion the cooked pork pata into serving pieces.
- 2 Spoon the tausi shiitake sauce over or alongside the pork.
- 3 Serve with green chili atchara, pineapple chili salsa, and chili patis on the side.

# BONELESS CRISPY PORK PATA HUMBA



**WITH TAUSI  
DIRTY RICE AND  
CONDIMENTS**



# BONELESS CRISPY PORK PATA HUMBA WITH TAUSI DIRTY RICE AND CONDIMENTS

BY CARLOS 'PIPO' ALUNING

Boneless pork pata is slow braised in a rich soy based humba sauce with tausi and aromatics, then deep fried for a crisp exterior and tender interior. Served with Tausi dirty rice or fried pineapple pandesal and a trio of vibrant atchara, this dish delivers bold Filipino flavors, strong textural contrast, and premium plated appeal.



**CARLOS 'PIPO' ALUNING**  
Senior Sous Chef  
Unilever Food Solutions, Philippines



## KNORR PORK BROTH BASE

Adds rich, meaty pork flavor to soups and dishes

## INGREDIENTS

### Braise the Boneless Pork Pata

1200 g Pork Pata Front, deboned, torched, cleaned, and trussed with ham net

1300 ml Water

450 ml Pineapple Juice

**20 g Knorr Pork Broth 1.5kg**

**60 ml Knorr Oyster Flavoured Sauce 3.6kg**

**60 ml Knorr Liquid Seasoning 3.8L**

100 g Brown Sugar

15 g Garlic Cloves, crushed

1 g Bay Leaf

2 g Cinnamon Stick

30 g Onion Leeks, bottom thick part

2 g Star Anise

1 g Chili Flakes

### Deep Fry the Braised Pata

Braised Pork Pata

Frying Oil, as needed

### Cook the Tausi Humba Sauce

250 ml Water

30 g Brown Sugar

45 g Black Tausi, drained and rinsed

15 g Dried Shiitake Mushrooms, rehydrated and chopped

Prepared Braising Liquid Slurry, as needed to thicken

### Prepare the Tausi Dirty Rice

1000 g Cooked Rice, day old

40 g Cooking Oil

30 g Garlic, minced

60 g Onion, chopped

40 g Salted Black Beans, tausi, rinsed and chopped

30 g Chinese Sausage, diced

100 g Ground Pork

15 g Soy Sauce

**10 g Knorr Oyster Flavoured Sauce 3.6kg**

5 g White Pepper

10 g Sugar

20 g Spring Onions, sliced

### Bake the Pineapple Cheese Pandesal

500 g Bread Flour

80 g Sugar

10 g Salt

10 g Instant Yeast

250 ml Warm Milk

50 g Unsalted Butter, softened

1 pc Egg

200 g Pineapple Tidbits, small dice, well drained

150 g Cheddar Cheese, diced or grated

### Prepare the Green Papaya Atchara

1000 g Green Papaya, julienned

100 g Carrots, julienned

50 g Red Bell Pepper, sliced

30 g Ginger, julienned

Pickling Liquid

500 ml Cane Vinegar

200 g Sugar

10 g Salt

5 g Whole Peppercorns

3 pcs Bay Leaves

## INGREDIENTS

### Prepare the Atcharang Talong

80 g Carrots, julienned  
40 g Red Bell Pepper, sliced  
20 g Garlic, sliced  
Pickling Liquid  
500 ml Cane Vinegar  
200 g Sugar

10 g Salt  
5 g Whole Peppercorns  
2 pcs Bay Leaves

### Prepare the Kangkong Atchara

500 g Kangkong Stems, cut into 2 inch lengths  
50 g Carrots, julienned  
30 g Red Onion, sliced

### Pickling Liquid

400 ml Cane Vinegar  
150 g Sugar  
8 g Salt  
5 g Whole Peppercorns  
2 pcs Bay Leaves

### Slice and Plate the Dish

Prepared Whole Crispy Pata  
Prepared Tausi Dirty Rice  
Prepared Pineapple Cheese Pandesal  
Prepared Green Papaya Atchara  
Prepared Kangkong Atchara  
Prepared Atcharang Talong

## METHOD

### BRAISE THE BONELESS PORK PATA

- 1 Dry roast garlic, bay leaf, cinnamon stick, onion leeks, star anise, and chili flakes in a pan until fragrant.
- 2 Place the prepared pork pata and roasted aromatics into a pressure cooker.
- 3 Add water, pineapple juice, Knorr Pork Broth, Knorr Oyster Sauce, Knorr Liquid Seasoning, and brown sugar.
- 4 Mix well, cover, and cook under high heat.
- 5 Once the cooker whistles, reduce heat to medium and continue cooking for 50 minutes to 1 hour until fork tender.
- 6 Allow pressure to release naturally.
- 7 Remove the cooked pata gently and place on a rack to cool.
- 8 Strain the braising liquid and discard aromatics. Reserve the liquid.
- 9 Chill the pata overnight in the chiller to fully firm up before frying.

### DEEP FRY THE BRAISED PATA

- 1 Heat deep frying oil to 170°C.
- 2 Fry the whole chilled braised pata until the skin and exterior are evenly crisp, about 3 to 5 minutes.
- 3 Drain well and rest briefly.
- 4 Slice only 2 to 3 pieces for presentation.
- 5 Keep the remaining pata whole for visual impact.

### COOK THE TAUSI HUMBA SAUCE

- 1 Combine all ingredients except slurry in a sauce pot.
- 2 Bring to a boil and adjust seasoning.
- 3 Thicken lightly with slurry until sauce coats the spoon.
- 4 Keep warm for service.

### PREPARE THE TAUSI DIRTY RICE

- 1 Heat oil in a wok.
- 2 Sauté garlic, onion, tausi, sausage, and ground pork until aromatic and cooked.
- 3 Sauté garlic, onion, tausi, sausage, and ground pork until aromatic and cooked.
- 4 Add rice and toss well.
- 5 Season with soy sauce, oyster sauce, white pepper, and sugar.
- 6 Cook until slightly crispy.
- 7 Finish with spring onions.

### BAKE THE PINEAPPLE CHEESE PANDESAL

- 1 Mix flour, sugar, salt, and yeast.
- 2 Add milk, egg, and butter, then knead until elastic.
- 3 Fold in pineapple and cheese gently.
- 4 Proof until doubled.
- 5 Portion into 30–35 g pieces, shape, and roll in breadcrumbs.
- 6 Proof again until slightly puffy.
- 7 Bake at 170°C for 15 to 18 minutes until golden.

## METHOD

### PREPARE THE GREEN PAPAYA ATCHARA

- 1 Lightly salt the julienned green papaya. Allow to stand for 10 minutes to draw out excess moisture.
- 2 Squeeze gently, rinse under cold water, and drain thoroughly. Combine papaya with carrots, bell pepper, and ginger in a clean container.
- 3 Combine cane vinegar, sugar, salt, peppercorns, and bay leaves in a pot to create the pickling liquid. Bring to a boil while stirring until the sugar is fully dissolved.
- 4 Pour the hot pickling liquid over the vegetables. Allow to cool at room temperature.
- 5 Cover and refrigerate for at least 24 hours before use.

### PREPARE THE ATCHARANG TALONG

- 1 Lightly salt the eggplant strips. Allow to stand for 10 minutes.
- 2 Rinse and squeeze gently to remove excess moisture. Combine eggplant with carrots, bell pepper, and garlic.
- 3 For the pickling liquid, combine cane vinegar, sugar, salt, peppercorns, and bay leaves in a pot.
- 4 Bring to a boil until the sugar dissolves.
- 5 Pour the hot pickling liquid over the vegetables.
- 6 Allow to cool completely. Cover and refrigerate overnight before use.

### PREPARE THE KANGKONG ATCHARA

- 1 Blanch kangkong stems briefly in boiling water until just tender.
- 2 Transfer immediately to an ice bath to stop cooking. Drain thoroughly and combine with carrots and red onion.
- 3 Create the pickling liquid by combining cane vinegar, sugar, salt, peppercorns, and bay leaves in a pot. Bring to a boil until the sugar dissolves completely.
- 4 Pour the hot pickling liquid over the vegetables.
- 5 Cool completely at room temperature. Refrigerate until chilled before service.

### SLICE AND PLATE THE DISH

- 1 Place the mostly whole crispy pata at the center of the plate.
- 2 Slice only 2 to 3 portions from the pata.
- 3 Serve Tausi dirty rice on the side.
- 4 Serve pineapple cheese pandesal separately.
- 5 Arrange green papaya atchara, kangkong atchara, and atcharang talong in small side portions.
- 6 Serve humba tausi sauce on the side.



# BRAISED BONELESS PORK TROTTER



WITH HUMBA GLAZE  
AND SIDES



# BRAISED BONELESS PORK TROTTER WITH HUMBA GLAZE AND SIDES

BY **KENNETH CACHO**

A boneless pork trotter stuffed with garlicky minced pork, steamed until set, then glazed in a rich humba style pineapple soy sauce. Served with crispy plantain shoestrings and a triple root crop mash, this dish delivers bold Filipino flavor, high impact plating, and make ahead friendly components for smooth kitchen flow.



**KENNETH CACHO**  
Country Executive Chef  
Unilever Food Solutions, Philippines



## KNORR DEMI GLACE SAUCE MIX

Creates rich brown sauce in just 5 minutes for meat dishes

## INGREDIENTS

### Braise the Boneless Pork Trotters

1000 g Pork Trotters deboned, about 3 pcs

**20 g Knorr Pork Broth 1.5kg**

**20 g Knorr Liquid Seasoning 3.8L**

**1000 g Knorr Demi Glace Sauce Mix 1kg**, prepared as per pack instructions

100 g Lemongrass, pounded stalks

2 pcs Bay Leaf

10 pcs Peppercorns

### Emulsify the Minced Pork Stuffing

400 g Ground Pork

2 pcs Egg

50 g Garlic, minced

150 g Onions, brunoise

**20 g Knorr Liquid Seasoning 3.8L**

**20 g Knorr Chicken Powder 1kg**

25 g Cilantro, chiffonade

25 g Garlic Chives, thinly sliced

Black Pepper, ground, as needed

### Stuff and Steam the Pork Trotters

3 pcs Cooked Pork Trotters from braising step

Prepared Minced Pork Stuffing

Muslin Cloth, as needed

Butcher Twine, as needed

### Simmer the Humba Pineapple Glaze

100 g Vegetable Oil

25 g Garlic, minced

25 g Ginger, fine julienne

100 g Onions, brunoise

50 g Black Beans

150 g Brown Sugar

50 g Light Soy

20 g Dark Soy

**80 g Knorr Oyster Flavoured Sauce 3.6kg**

**20 g Knorr Liquid Seasoning 3.8L**

**10 g Knorr Chicken Powder 1kg**

**20 g Knorr Pork Broth 1.5kg**

500 ml Water

2 pcs Bayleaves

6 pcs Star Anise

250 g Pineapple Tinned, crushed

50 g Sesame Oil

### Glaze and Portion the Stuffed Trotter

Stuffed Steamed Pork Trotters

Prepared Humba Pineapple Glaze

### Fry the Crispy Plantain Shoestrings

200 g Saba or Plantain, shoestring cut

**50 g Knorr Crispy Breading Mix 1kg**, for batter

100 g Water

25 g Spring Onions, finely sliced

5 g Chili Flakes

20 g Sesame Seeds, toasted

**150 g Knorr Crispy Breading Mix 1kg**, for dry mix

## INGREDIENTS

### Whisk the Triple Root Crop Mash

100 g Knorr Potato

Flakes 2kg

600 g Milk

15 g Knorr Aromat

All Purpose

Seasoning Powder

1kg

200 g Butter

50 g Cooking Cream

150 g Sweet Potato,  
cooked, mashed, and  
sieved

150 g Ube, cooked,  
mashed, and sieved

150 g Taro Root,  
cooked, mashed, and  
sieved

### Plate with Crispy Garnish and Sides

Sliced Glazed Stuffed  
Pork Trotter

Crispy Fried Plantain  
Shoestrings

Triple Root Crop  
Mash

Crispy Onions, as  
needed

Scallions, as needed

Garlic Flakes, as  
needed

## METHOD

### BRAISE THE BONELESS PORK TROTTERS

- 1 Combine Knorr Pork Broth, Knorr Liquid Seasoning, prepared Knorr Demi Glace, lemongrass, bay leaf, and peppercorns in a braising pot.
- 2 Add the deboned pork trotters and coat well.
- 3 Cover the pan tightly with foil.
- 4 Bake at low heat until very tender, about 3 hours. A gentle oven around 150 C is recommended for braising.
- 5 Cool completely, then keep chilled until ready to stuff.

### EMULSIFY THE MINCED PORK STUFFING

- 1 Keep the ground pork very cold before processing.
- 2 In a food processor, emulsify ground pork, eggs, minced garlic, onions, Knorr Liquid Seasoning, Knorr Chicken Powder, and black pepper until sticky and smooth.
- 3 Transfer to a bowl.
- 4 Fold in cilantro and garlic chives evenly.

### STUFF AND STEAM THE PORK TROTTERS

- 1 Fill each cooled deboned trotter with the minced pork stuffing, packing firmly to avoid air pockets.
- 2 Wrap each trotter tightly in muslin cloth.
- 3 Tie securely with butcher twine to hold shape.
- 4 Steam for 1 hour until the stuffing is fully set.
- 5 Cool completely, then unwrap carefully.

### SIMMER THE HUMBA PINEAPPLE GLAZE

- 1 Heat vegetable oil in a pan. Sauté garlic, ginger, and onions until soft and lightly caramelized.
- 2 Add black beans, brown sugar, water, light soy, dark soy, Knorr Oyster Sauce, and Knorr Liquid Seasoning.
- 3 Bring to a boil, then add bayleaves, star anise, Knorr Pork Broth, and Knorr Chicken Powder.
- 4 Simmer for 15 minutes.
- 5 Stir in crushed pineapple and cook until syrupy.
- 6 Finish with sesame oil.

## METHOD

### GLAZE AND PORTION THE STUFFED TROTTER

- 1 Add the cooked stuffed trotters to the humba glaze.
- 2 Glaze over low heat for about 15 minutes, turning gently to coat evenly.
- 3 Rest briefly, then slice into thick portions.
- 4 Spoon extra glaze over the sliced trotter for service.

### FRY THE CRISPY PLANTAIN SHOESTRINGS

- 1 Make the dry crumb by combining spring onions, chili flakes, sesame seeds, and the dry Knorr Crispy Breading Mix.
- 2 Make the wet batter by whisking Knorr Crispy Breading Mix with water, using a 1 to 2 ratio.
- 3 Coat plantain strips in the wet batter until covered.
- 4 Drain briefly, then toss in the dry crumb to coat well.
- 5 Fry until crisp and golden, then drain.

### WHISK THE TRIPLE ROOT CROP MASH

- 1 Heat milk with Knorr Aromat until hot, then whisk in Knorr Potato Flakes until smooth.
- 2 Stir in butter and cooking cream until fully incorporated.
- 3 Divide the mash into three pots or bowls.
- 4 Fold sweet potato into the first portion, ube into the second, and taro into the third.
- 5 Keep warm for plating.

### PLATE WITH CRISPY GARNISH AND SIDES

- 1 Spoon the root crop mash onto the plate.
- 2 Arrange sliced stuffed pork trotter on top or alongside.
- 3 Add crispy plantain shoestrings for crunch.
- 4 Drizzle additional humba glaze as needed.
- 5 Finish with crispy onions, scallions, and garlic flakes.



# HOW TO DESIGN THE PERFECT MENU

WRITTEN BY Dino Bonačić

BRINGING TOGETHER ARTISTIC VISIONS WITH BUSINESS MINDSETS,  
THIS GUIDE FOLLOWS IN *the steps of success* AS FOUR CHEFS  
SHARE THEIR OWN INTERPRETATIONS OF A PERFECT MENU.



**Creating a menu requires a complex mix of considerations, but the goal is always to build a sense of tension between creativity and profit.**

**Capturing delicious flavors and contemporary trends without breaking the bank is what every business strives for.**

**But how do you get there? Even if perfection feels unattainable, these four Unilever Food Solutions' chefs are here to help.**

**Eric Chua,**  
Executive Chef (SG)

It's all about listening to your diners, knowing what they're looking for and creating a menu that is suited for their dining habits. It's also making sure you regularly check your POS systems and analyze the data. If a dish doesn't perform well, it's time to remove or tweak it. Sometimes you may have the perfect dish, but it's just that your price point is too high.

**Frank Olivarius Jakobsen,**  
Head Chef & Culinary Advisor (DK)

Look for ingredients that allow big variation and maximise your prep time while maintaining quality and flavor. Cut down on ingredients and focus on professional, high-quality items that can be used in multiple ways, like turning potato flakes into a mash, soup, purée, or foam. Combining products creatively matters, too. Mixing bouillons with concentrated flavors or bases allows chefs to develop unique signature dishes while keeping preparation simple. Ultimately, menus should be adaptable, efficient, and inspiring, giving chefs the flexibility to change dishes while delivering taste, value, and a strong, memorable experience.

**Joanne Limoanco-Gendrano,**  
Executive Chef (PH)

When approaching menu engineering, it's really important to keep things tight—mastering 10 to 15 items rather than having a huge menu. A big menu makes you more vulnerable to mistakes, cost issues, and inventory complications, whereas a tighter menu allows you to manage profitability, ensure quality

sourcing, and make it easier to adjust items that aren't moving.

**Thaís Gimenez,**  
Executive Chef (BR)

It's a balancing game where cost, technique, and ingredient choice have to live in harmony. Expensive or rare ingredients can create unique experiences, but focusing on local, seasonal, and indigenous products allows for cost-effective menus while still offering sophistication through technique. Using data about diners can further enhance the experience: knowing preferences, habits, and past visits allows chefs to offer subtle variations or customized dishes.

# TOP TIPS FOR PLATING

IT'S NOT EASY TO KNOW WHERE TO START WITH THE BIG FINISH.  
THESE SIMPLE EASY-TO-ACHIEVE TIPS WILL BRING YOU  
*one step closer to plating perfection...*



## DINER DESIGNED

### Customizable with Color & Contrast

Bold, eye-catching color is one of the easiest ways to create a dish that feels modern and shareable. Incorporating trending ingredients like ube (with its vivid purple hue), pistachio (a fresh, muted green), or hot honey (a rich, amber glaze) can instantly elevate a plate's visual impact. These ingredients not only bring flavor but also serve as natural colour enhancers, helping dishes stand out on social feeds and menus alike. Think about layering contrasting colour to create a plate that pops.

### Showcase Choice Visually

Customization is most powerful when it's practical. Instead of hiding optional elements, present them proudly. Think sauces in mini pitchers, spice blends in tiny ramekins, and toppings in small ceramic bowls or on curated side boards. This not only empowers diners to tailor their dish to their taste but also enhances the visual storytelling of the meal. It makes for a more memorable dining experience.

## BORDERLESS CUISINE

### Techniques for Textures

Combine techniques visually: charcoal-grilled proteins with a creamy sauce, or crispy wok-seared vegetables alongside a creamy ube mash. The textural interplay makes the blended cuisines feel exciting and cohesive. It also goes a long way in showing just how much effort has gone into each individual dish.

### Utilize Plates that Reflect Culture

Present meals in serving dishes that reflect the cultural origins of the recipe. For example, Korean bibimbap should be served in stone dolsot bowls and Indian curries should be served in stainless steel thalis. Italian antipasti on wooden boards and Mexican salsas and stews in molcajetes. These simple serving suggestions will go a long way in creating authenticity for diners.



## STREET FOOD COUTURE

### The Beat of the Street

Diners love the theater of street food. You only have to have a quick scroll on TikTok or Instagram to see street food accounts going viral due to this category's open approach. Where possible keep cooking visible to bring the vibe of grills, woks, and skewers. You want to invite diners in and involve them in the culinary process as much as possible.

### Messy Sharers

The relaxed nature of street food means it's perfect for messy sharing. With that in mind, look to design dishes that can be passed around, pulled apart, or dipped together. That unique informal feel is why street food has become so popular.

## CULINARY ROOTS

### Highlight the Craft

Technique is one of the easiest ways to showcase your prowess as a chef. With that in mind, let char marks, fermentation vessels, or botanical garnishes be visible so diners can fully see the effort that went into the creation of your dish. It won't go unnoticed.

### Highlight Ingredient Integrity

Keep hero ingredients recognizable rather than overly processed, celebrate their natural shape, colour, and form—especially ingredients that are native to the location of the dish. This trend really celebrates the traditional feel and so authentic ingredients and presentation are paramount.

# BEYOND THE PLATE: HOW A DISH TELLS A STORY

WRITTEN BY Dino Bonačić

**LOOKING OUTSIDE THE BOUNDARIES OF A PLATE, DINERS ARE HUNGRY FOR THE STORIES THAT INSPIRED THEIR FAVORITE MEALS. AS STORYTELLING BECOMES AN INTEGRAL PART OF THE BUSINESS, UNILEVER FOOD SOLUTIONS' CHEFS SHARE THEIR ADVICE ON *creating meaningful connections* WITH YOUR AUDIENCE.**



**Whether it's a recipe that's been passed down through generations or an innovative technique that references an important cultural moment – storytelling has an inherent connection to culinary artistry. Except now, the stories behind the meals aren't just a niche interest of a few, but a widely utilized approach in building a lasting relationship with your diners—especially Gen-Z.**

**Our research showing that this group are valuing local, authentic and connected experiences that reflect who they are and what they believe in.**

**Here, six Unilever Food Solutions' chefs share their advice on how to bring storytelling into your world.**

## Technique Tales

by Eric Chua

Ingredients can be risky to anchor a story on—if I highlight Australian Wagyu and suddenly can't source it, I've created a problem. But technique is different: it sparks imagination and gives diners an immediate sense of flavor and experience. Even with ready-made or CPU dishes, the language of technique can transform perception. Descriptions like '48-stroke wok fry' or '100-second steamed cockle' add precision, intrigue, and a sense of craftsmanship. Technique-based storytelling not only differentiates a brand but also communicates quality and intent in a way diners instantly understand.

## Beyond the Head Chef

by Thaís Gimenez

Too often, cooks contribute ideas, ingredients, and techniques yet only the head chef gets the recognition. Seeing the names of

different team members next to their dishes, alongside the origin of the ingredients, adds emotion, authenticity, and recognition. It shows diners that the whole kitchen team has creativity worth celebrating, while also building anticipation for who might be behind tomorrow's dish. That kind of transparency and appreciation is a powerful form of storytelling.

## More Than a Menu

by Brandon Collins

Storytelling in food is deeply personal. That's why chefs can be so protective—it feels like walking into the dining room exposed, because the dish is everything we've worked for. Menus, too, should carry that same personality. When I read a menu, I can tell a lot about the chef behind it—their influences, age, or confidence. Personality comes through not just in the food, but in the way it's described, the choices of words, even the structure.

Whether it's fine dining or fast food, that storytelling—the chef's voice should always be there.

### **The Power of Local**

by Joanne Limoanco-Gendrano

Beyond personal narratives, ingredients, or techniques, storytelling can also come from cultural pride. Dishes that carry a local stamp resonate deeply, because communities want to celebrate their own stories. At the same time, local trends can also spark inspiration. The key is not to copy but to adapt creatively—it helps in staying relevant while still telling their own story.

### **Transparency, Trends, and Simplicity**

by Frank Jakobsen

Diners want to know what's in their food, why it's good for them, and how it fits their needs. For Gen-Z, storytelling happens through TikTok, music, and visuals—they connect food to culture and convenience, focusing on dishes that are eye-catching, easy to eat, and shareable. Simplistic, direct language works better than corporate buzzwords.

### **Head Meets Heart**

by Kenneth Cacho

Too many menus copy trends or lean on over-detailed sourcing claims without real depth. Beyond emotion or ingredients, culinary classics can become a rich source of storytelling. Take double-fried Korean chicken: the method itself tells a story of crispness, science, and tradition. When chefs go deeper in understanding temperatures, starches, and textures, they create dishes with consistency and soul. Authenticity paired with technique ensures the story is not just told, but felt in every bite.



# MASTERING SOCIAL MEDIA WITH GUNGUN CHANDRA HANDAYANA

WRITTEN BY Ryan Cahill

FOR MANY, SOCIAL MEDIA CAN FEEL LIKE A DIFFERENT WORLD. THIS TOOLKIT OFFERS SIMPLE SUGGESTIONS TO *help turn clicks* INTO CUSTOMERS.



**With over 350k followers on Instagram alone, chef Gungun Chandra Handayana has mastered the social foodsphere. His straight-forward yet informative approach matched with delicious looking food has established him as a go-to for food-first content.**

**In an era where social media can be the making or breaking of a business, it's important to strike the right balance with your content. Here, Gungun pulls back the curtain to reveal how he achieved social media success and helps you on your way to achieving the same.**

"Crafting compelling food videos for social media requires attention to every detail from voice to visuals," Gungun says. "Together, the following elements transform a simple food video into a powerful storytelling tool that captivates audiences and elevates the chef's digital presence."

## 1. Determine the Voice-Over

A clear, pleasant, and engaging voice-over sets the tone, guiding viewers through the experience with warmth and clarity.

## 2. Video Content

A trending menu/food that's currently viral and popular. Featuring a trending dish that's currently viral adds instant relevance and appeal.

## 3. Caption or Subtitle

A clear and concise video caption so the message conveyed in the video can be clearly understood even when watching the video without sound. Captions or subtitles should be interesting and informative.

## 4. Trending Background Sound

Use a trending song. Pairing the video with a trending background sound enhances emotional connection and boosts discoverability.

## 5. Video Length

With a maximum length of 55 seconds, the first three seconds are crucial for grabbing attention and encouraging viewers to stay until the end.

## 6. Video Cover

A consistent and visually appealing video cover, complete with attractive fonts and colors, reinforces brand identity.

## 7. Video Title

Finally, a clickbait-style title that sparks curiosity can dramatically increase views and engagement.



Find more useful  
information on our website.  
Scan the QR code here.