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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 Professional and Hellmann's. 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.

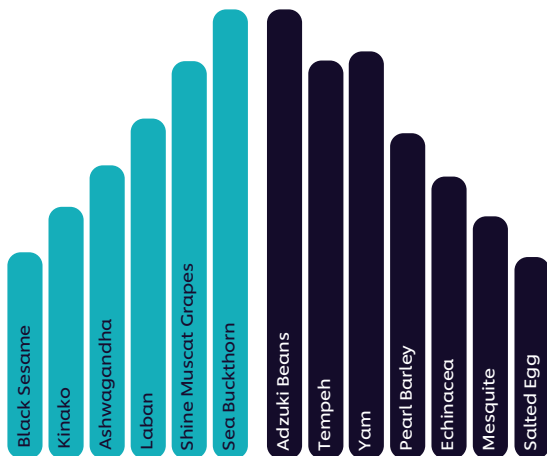
**Andean**  
A range from Colombia, Ecuador, Peru, Bolivia, Argentina and Chile.



**KEY** ■ Trending ■ Emerging

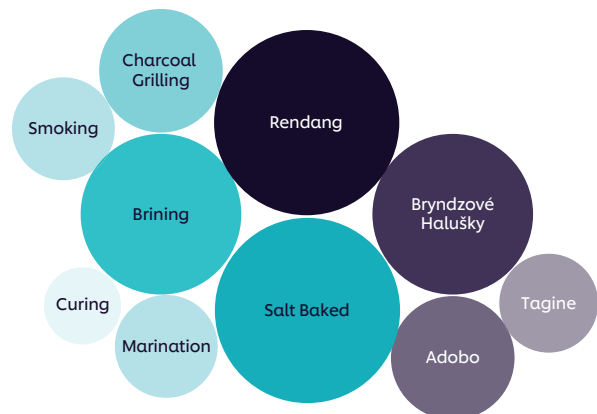
## TRENDING AND EMERGING INGREDIENTS

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.



# TROTTERS



# WITH FREEK



# TROTTERS WITH FREEK

BY **MOSTAFA SEIF**

In this dish, freek is slowly cooked with onion, garlic, tomato paste, and warm spices to create a rich and aromatic base.

It is topped with tender, slow-cooked beef trotters, where the meat becomes soft and gelatinous, delivering deep, concentrated flavor.

A reduced, glossy glaze made from the cooking stock enhances the richness and depth of the dish.

Caramelized onions, fresh herbs, and chili add layers of sweetness, freshness, and heat, completing the experience.

This dish blends traditional Egyptian comfort with slow-cooking techniques to create a warm and satisfying centerpiece.



**MOSTAFA SEIF**  
Executive Chef of Khufu's

## INGREDIENTS

### Freek

Freek 500 gm  
Minced onion 200 gm  
Garlic 10 gm  
Tomato paste 40 gm  
Butter or oil 25 gm  
Chicken or beef stock 1000 gm  
Salt 10-12 gm  
Black pepper 5 gm  
Ground dried coriander 5 gm  
Cumin 5 gm

### Trotters

Beef trotters 15000 gm  
Water 18000 gm  
Carrot 3000 gm  
Celery 2000 gm  
Flour 300 gm  
Demi-glaze 100 gm  
Cardamom 2 gm  
Mastic 2 gm  
Coriander seeds 5 gm  
Cinnamon sticks 2 pcs  
Bay leaves 2 gm  
Cumin 2 gm  
Salt to taste  
Black pepper to taste

## GARNISH:

Caramelized onion 500 800 gm  
Fresh coriander 50 100 gm  
Fresh dill 50 100 gm  
Hot chili pepper 100 150 gm

## METHOD

- 1 Clean the beef trotters and blanch in boiling water for 5-10 minutes, then drain.
- 2 Place the trotters in a pressure cooker with water, vegetables, and spices. Cook for 1.5-2 hours until fully tender.
- 3 Strain the stock and reduce it to obtain a rich glaze. Optionally enrich with demi-glaze.
- 4 Soak the freek for 3 hours, then drain.
- 5 Sauté onion and garlic in butter or oil until soft.
- 6 Add ground coriander and cumin.
- 7 Add freek and toast lightly, then add tomato paste and mix well.
- 8 Add stock, season with salt and pepper, cover and cook until fully absorbed and tender.
- 9 Prepare caramelized onion by cooking slowly over low heat until golden and soft.
- 10 Plate freek as a base, top with trotters, spoon the glaze over, and garnish accordingly.

**Knorr Demi-glaze**



# CRISPY SPRING CHICKEN



WITH KUNG PAO GLAZE



# CRISPY SPRING CHICKEN WITH KUNG PAO GLAZE

BY **SUM CHUI** AND **CHRIS ZHONG**

Inspired by traditional gourd chicken, this dish blends the savory flavors of Guangdong cuisine with a satisfyingly crispy texture. The aroma of golden fried garlic adds richness and depth. An innovative twist comes in the form of a bold, spicy kung pao sauce that brings heat and complexity. Together, these elements create a modern take on a regional classic that's nostalgic yet contemporary.



**SUM CHUI**  
Executive Chef  
Unilever Food Solutions, Hong Kong



**CHRIS ZHONG**  
Senior Chef Consultant  
Unilever Food Solutions, China

## INGREDIENTS

### Spring Chicken Marination

1200 g Cornish  
game hen  
20 g Garlic,  
minced and fried  
5 kg Water  
50 g Sea salt  
50 g **Knorr  
Chicken Powder**  
50 g Honey  
500 g Garlic, minced  
150 g Shallot paste  
5 g White pepper

### Kung Pao Glaze

200 g Fruit  
pectin syrup  
40 g Rice vinegar  
30 g **Knorr Mala Chili  
Liquid Seasoning**  
30 g Chili oil  
20 g **Knorr Soy Sauce**  
5 g Lemon juice

### Chicken Batter

100 g **Knorr Coating  
Powder Garlic Flavor**  
80 g Egg whites

## METHOD

- 1 Marinate the hen for 6 hours, steam until tender, cool, then coat with batter and deep-fry at 200°C until golden. Brush with glaze and top with fried garlic.

## DISH FEATURES

Crispy Cantonese-style twist on a classic, bursting with garlic, paired with a bold kung pao glaze.

**Knorr Chicken Powder**



# SPIGY PAPER-THIN CHICKEN





# SPICY PAPER-THIN CHICKEN

BY **SUM CHUI** AND **CHRIS ZHONG**

Here, chicken is flattened and deep fried to achieve a very crisp finish. The numbing sensation of Sichuan pepper acts as a source of heat and floral fragrance. This contrasts with the umami ingredients in the seasoning oil. A mixture of nuts and chilis gives toasted notes as well as extra crunch, while microgreens provide an uplift of freshness. Sichuan cooking meets the crispy experience of fried chicken!



**SUM CHUI**  
Executive Chef  
Unilever Food Solutions, Hong Kong



**CHRIS ZHONG**  
Senior Chef Consultant  
Unilever Food Solutions, China

## INGREDIENTS

200g Chicken breast fillet	10g <b>Knorr Chili Liquid Seasoning</b>
30g Chili flakes	10g Sichuan pepper oil, mixed in a spray bottle
30g Erjingtiao and lantern peppers	10g <b>Knorr Chicken Powder</b>
60g Crushed salted almond cookies	3g Powdered sugar
50g Cashew / peanut crumbs	2g Ground Sichuan pepper
10g <b>Knorr Mala Chili Liquid Seasoning</b>	

## METHOD

- 1 Pound chicken breast until paper-thin, dust with starch, fry at 150°C, then at 180°C until golden.
- 2 Lightly spray with the seasoning oil, sprinkle with the nut-chili mixture, and garnish with sesame and microgreens.

**Knorr Chili Liquid Seasoning**



# NANBAN FRIED CHICKEN





# NANBAN FRIED CHICKEN

BY **SUM CHUI** AND **CHRIS ZHONG**

Nanban is a Japanese sauce that has a strong sour taste, along with the warmth of ginger and freshness of parsley. This complements an umami-heavy deep fried chicken by cutting through its indulgent and saltier taste. Here, the sauce is elevated to include ingredients that bring together creamy textures and aromatic fragrance, rounding off the dish to hit all the tastebuds while still letting the crunch of a crispy fried chicken come through.



## **SUM CHUI**

Executive Chef  
Unilever Food Solutions, Hong Kong



## **CHRIS ZHONG**

Senior Chef Consultant  
Unilever Food Solutions, China

## INGREDIENTS

### Fried Chicken

500g Boneless chicken, cut into bite-sized pieces  
5g **Knorr Chicken Powder**  
20g **Best Foods Real Mayonnaise**  
2g Black pepper  
15ml Soy sauce  
5ml Ginger juice  
60g All-purpose flour  
30g Cornstarch  
1 Egg

### Nanban Sauce

120g **Best Foods Real Mayonnaise**  
2 pcs Hard-boiled egg  
30g Onion, finely chopped  
30g Pickled cucumber, finely chopped  
5g Parsley, chopped

## METHOD

- 1 In a bowl, place the seasoning mix with the chicken for 20 minutes.
- 2 Mix flour and cornstarch with egg.
- 3 Dip the chicken in the egg and flour mixture, dredge in flour mixture while pressing lightly to coat.
- 4 Deep-fry chicken in 170 C oil for 4-5 minutes.
- 5 In a bowl, mix mayonnaise, mashed egg, and other ingredients then season with salt or lemon juice.

**Best Foods  
Real Mayonnaise**



# FRIED CHICKEN WITH ASSORTED SPRINKLE





# FRIED CHICKEN WITH ASSORTED SPRINKLE

BY **SUM CHUI** AND **CHRIS ZHONG**

A bold reinterpretation of the iconic Hong Kong typhoon shelter flavor, this dish features crispy golden chicken pieces tossed in a fragrant medley of fried garlic, chili, and fermented black beans. Inspired by the bustling seafood stalls of Causeway Bay, each bite delivers a punch of umami, heat, and crunch. Served with a side of pickled daikon and scallion oil to balance the richness, this dish pays homage to Street Food heritage while elevating it with chef-driven finesse.



**SUM CHUI**  
Executive Chef  
Unilever Food Solutions, Hong Kong



**CHRIS ZHONG**  
Senior Chef Consultant  
Unilever Food Solutions, China

## INGREDIENTS

### Napoli Tomato Seasoning

50 g Knorr Napoli Tomato Sauce

3 g Knorr Aromat

3 g Icing sugar

450 g Fried chicken cubes

### Italian Herbs Seasoning

40 g Knorr Dressing Powder - Italian Herbs

2.5 g Knorr Aromat

2 g Icing sugar

450 g Fried chicken cubes

### Crispy Garlic And Chili Seasoning

15 g Knorr Chicken Powder

220 g Garlic, chopped

120 g Breadcrumbs

100 g Fried garlic, chopped

20 g Dry red chili, chopped

10 g Black beans

## METHOD

### NAPOLI TOMATO SEASONING / ITALIAN HERBS SEASONING

- 1 Mix all ingredients well.
- 2 Toss with fried chicken.

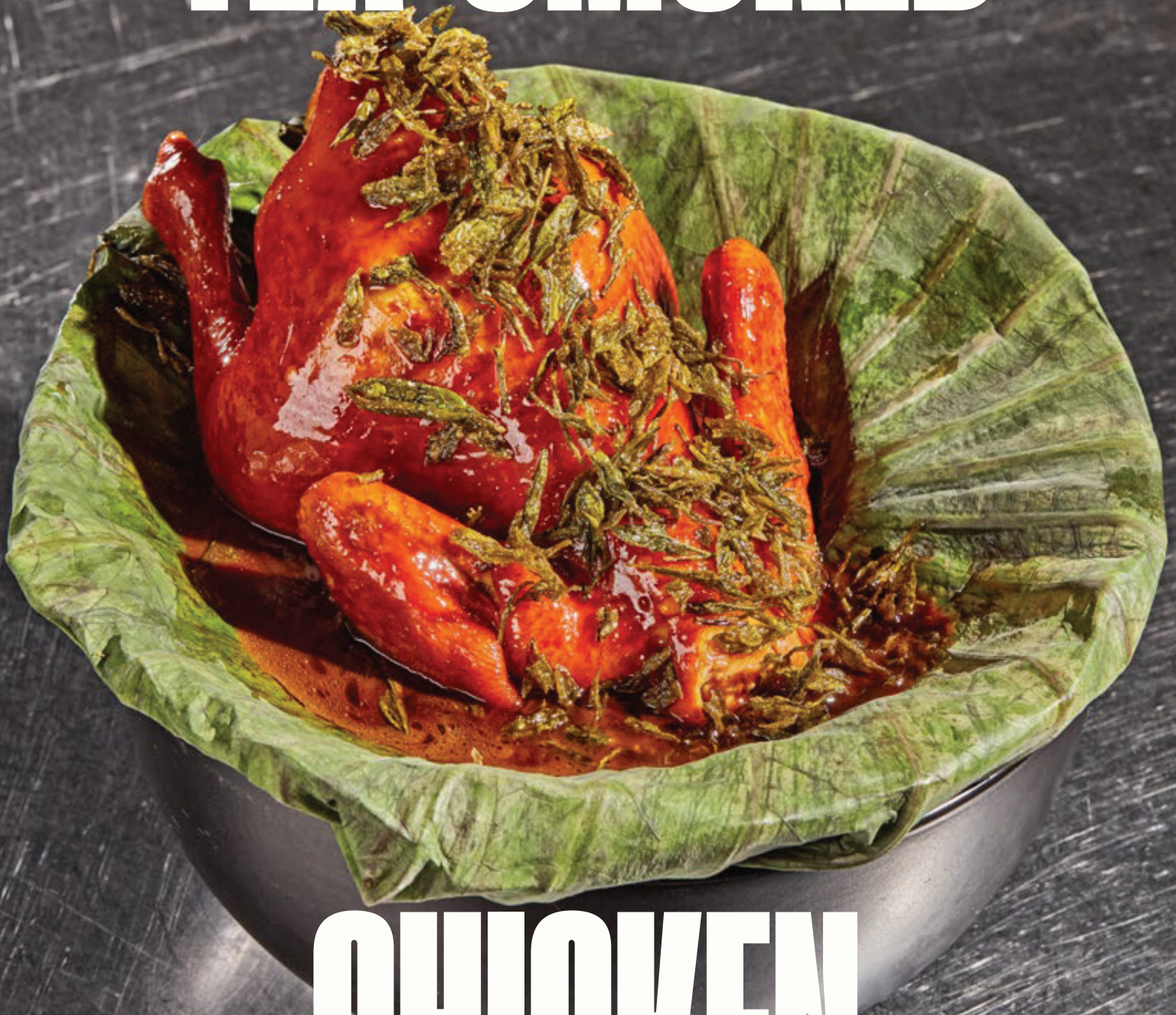
### CRISPY GARLIC AND CHILI SEASONING

- 1 Saute garlic and black beans until fragrant.
- 2 Add breadcrumbs, fried garlic, chili then toss well.
- 3 Season with Knorr Chicken Powder.
- 4 Toss with fried chicken.

**Knorr Aromat**  
All Purpose Seasoning



# LONGJING TEA-SMOKED



# CHICKEN



# LONGJING TEA-SMOKED CHICKEN

BY **SUM CHUI** AND **CHRIS ZHONG**

This chicken broth dish features tender chicken, which has been marinated in soy sauce, oyster sauce, and chicken powder to provide a complex umami-strong profile. It is then braised in Shaoxing to provide a slightly sweet, fragrant and indulgent refreshing finish. The tea-infused broth is earthy and aromatic, with lemon zest added for a citrusy freshness. The skin is crisped, which provides a contrast in textures to the succulent meat and light broth.



**SUM CHUI**  
Executive Chef  
Unilever Food Solutions, Hong Kong



**CHRIS ZHONG**  
Senior Chef Consultant  
Unilever Food Solutions, China

## INGREDIENTS

1.2 kg Yellow-feathered chicken	40 g Powdered rock sugar
10 g Fried green tea leaves	20 g <b>Knorr Oyster Sauce</b>
3 g Lemon zest	5 g Salt
50 g Strong tea broth	
30 g <b>Knorr Double Soy Sauce</b>	
10 g Dark soy sauce	
10 g <b>Knorr Chicken Powder</b>	

## METHOD

- 1 Marinate the chicken for 1 hour, then braise in a clay pot with Shaoxing (300g) for 20 minutes.
- 2 Before serving, drizzle with hot tea broth just before serving to release its fragrance  
Dish Features: Tea-infused aroma, shiny mahogany-brown skin, tender meat with a crisp finish.

**Knorr Double Soy Sauce**



# FERMENTED BLACK BEAN



AND CHOCOLATE CHICKEN STEW



# FERMENTED BLACK BEAN AND CHOCOLATE CHICKEN STEW

BY **SUM CHUI** AND **CHRIS ZHONG**

Fermented black bean has a flavor some people liken to miso and aged cheese. Distinctive and enticing, there is a notable sour and acidic funk to it, but also a creaminess and saltiness. Here, those flavors are rounded with umami from a demi glace and bouillon base, as well as enlivened by ginger and garlic. Dark chocolate brings a wonderfully deep color to the dish while adding sweetness and bitterness. Honey then cuts through to round out the harshness of the dish. Peppers and mushrooms offer pops of sweetness and earthiness, while providing additional textures to the tender chicken pieces.



**SUM CHUI**  
Executive Chef  
Unilever Food Solutions, Hong Kong



**CHRIS ZHONG**  
Senior Chef Consultant  
Unilever Food Solutions, China

**Knorr Concentrated Chicken Bouillon**



## INGREDIENTS

500g Chicken, cut into pieces  
80g Onion, diced  
80g Red bell pepper, diced  
80g Green bell pepper, diced  
5g Garlic, minced  
50g White mushrooms

**Black Bean Chocolate Sauce**  
1000ml **Knorr Demi Glace (cooked up)**  
40g Black bean, chopped  
300ml **Knorr Concentrated Chicken Bouillon (40g to 1L water)**  
50g Ginger, chopped  
25g Garlic, chopped  
70g 80% Dark chocolate  
45g Honey

## METHOD

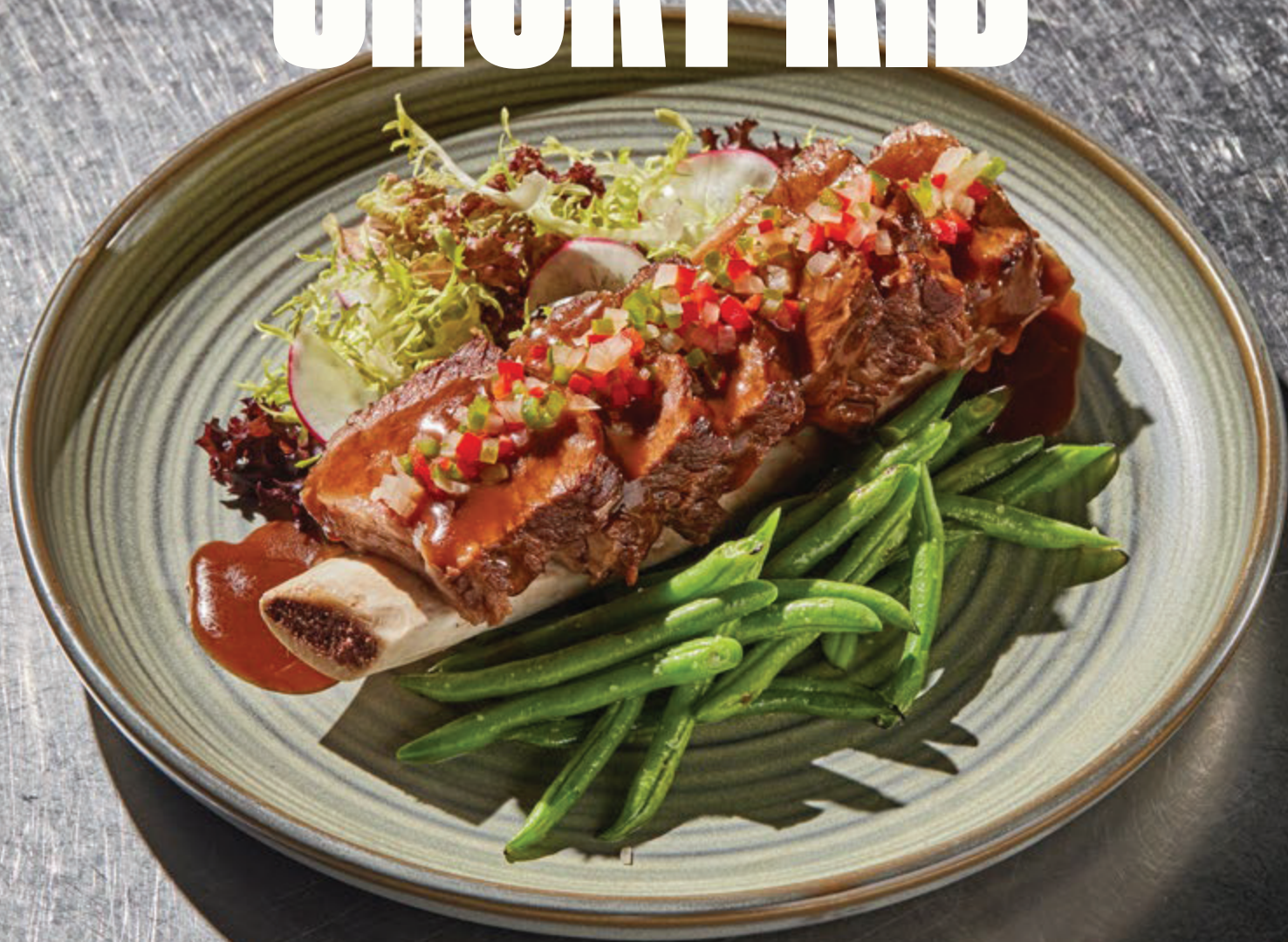
### BLACK BEAN CHOCOLATE SAUCE

- 1 In a pot, stir-fry ginger, garlic, black bean with oil.
- 2 Add Demi Glace and Knorr Concentrated Chicken Bouillon. Simmer.
- 3 Fold in dark chocolate and honey.

### CHICKEN STEW

- 1 Heat oil in a pan, add chicken pieces, cook both sides still golden brown.
- 2 Saute the onions and minced garlic until fragrant, then add the pan-fried chicken pieces.
- 3 Next, add the prepared black bean chocolate sauce and simmer for about 20 minutes.
- 4 Add the red and green bell peppers and mushrooms.

# BRAISED SHORT RIB



WITH SWEETENED RICE  
VINEGAR SAUCE



# BRAISED SHORT RIB WITH SWEETENED RICE VINEGAR SAUCE

BY **SUM CHUI** AND **CHRIS ZHONG**

A braised short rib is an excellent and tender way to make the most of a cut cheaper than steak but on the premium side for a braised beef — it falls off the bone and has a sumptuous, melt-in-the-mouth texture. The stock is rich with umami through the use of beef bouillon and chicken powder, but balanced with sweetened rice vinegar and rock sugar. Sichuan peppercorns also feature in the stock adding heat, while star anise, garlic and ginger provide a fragrant, fiery warmth. The stock is then thickened to a velvety texture and additional sweetness can be found through the balsamic added. Accompanying the beef are cooked but firm diced pepper and onions, rounding the palate with umami and balancing the overall texture of the dish.

## INGREDIENTS (serves 6)

1500 g Short ribs, bone in	40 g Rock sugar
80 g Red bell pepper, diced	120 ml Black rice vinegar
80 g Green bell pepper, diced	8 g Sichuan peppercorns
60 g Pickle onion, diced	12 pcs Star anise
<b>Braised Stock</b>	50 g Ginger, sliced, deep fried
160 g <b>Knorr Gourmet Brown Sauce</b>	60 g Garlic, peeled, deep fried
12 g <b>Knorr Beef Bouillon</b>	<b>Sweetened Rice Gravy</b>
8 g <b>Knorr Chicken Powder</b>	400ml Braised stock
2000 ml Water	20ml Balsamic glaze
180 ml Sweetened rice vinegar	

## METHOD

- 1 Prepare stock, pan-sear short ribs, then place in a container and cover with baking paper.
- 2 Put in pre-heated oven 120C for about 2 hours.
- 3 Pass stock through a strainer. Add balsamic glaze thickened by starch.
- 4 Sauté the bell pepper and mix with pickled onions then place on the top.



**SUM CHUI**  
Executive Chef  
Unilever Food Solutions, Hong Kong



**CHRIS ZHONG**  
Senior Chef Consultant  
Unilever Food Solutions, China

**Knorr Gourmet  
Brown Sauce**



# 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.

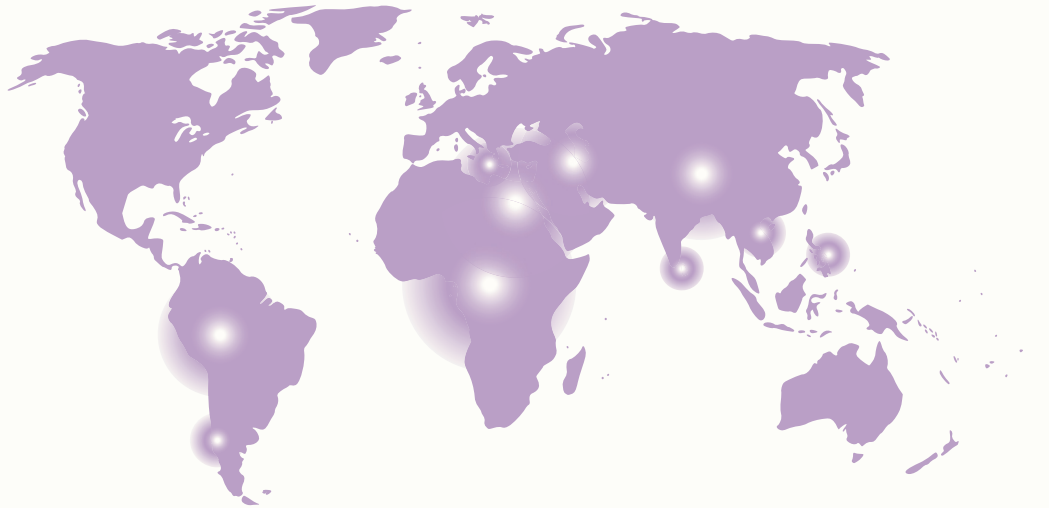
**Technique-Driven Theater at Every Service Point**—Street cooking methods (wok hei, spit roasting and skewer grilling) in open kitchens.

**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.

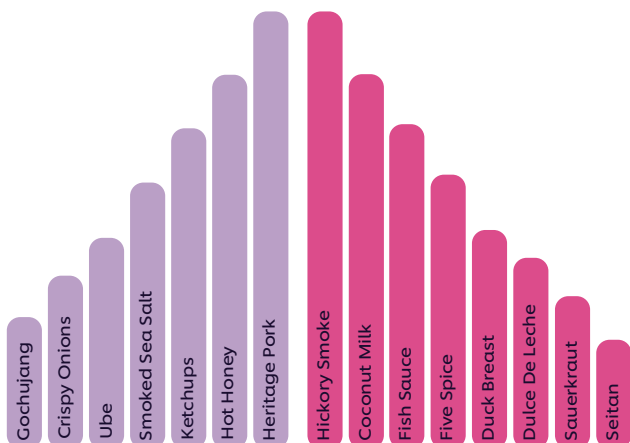
- |                       |                       |
|-----------------------|-----------------------|
| <b>Greek</b>          | <b>Persian</b>        |
| <b>Latin American</b> | <b>Middle Eastern</b> |
| <b>Pan Asian</b>      | <b>Filipino</b>       |
| <b>Argentinian</b>    | <b>African</b>        |
| <b>Sri Lankan</b>     |                       |
| <b>Vietnamese</b>     |                       |



**KEY** ■ Trending ■ Emerging

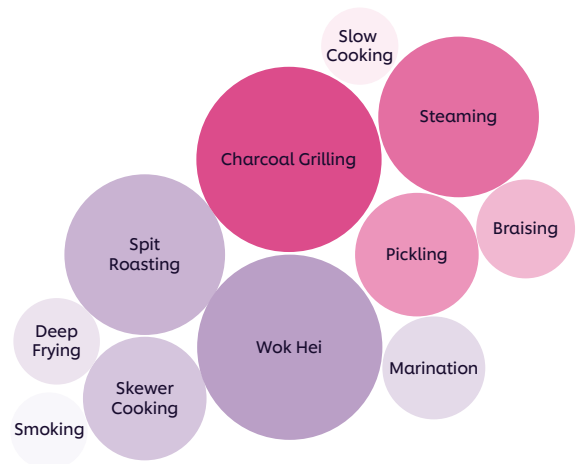
## TRENDING AND EMERGING INGREDIENTS

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, biscoff).



## 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.

# PRESSED SMOKEY EGYPTIAN CHEESE BURGER



(HAWAWSHI)



# PRESSED SMOKEY EGYPTIAN CHEESE BURGER AKA HAWAWSHI

BY **MOSTAFA EL REFAY**

## Description:

In this dish, the traditional Egyptian hawawshi is reimagined with a modern approach, where the bread is pressed to achieve an ultra-crispy exterior while keeping a juicy, flavorful filling inside.

The brisket is combined with onion, tomato, garlic, and grill seasoning to deliver a deep smoky profile, enhanced by the sweetness of BBQ sauce.

This is balanced with a creamy tahini sauce that adds smoothness, while roasted peppers and pickles introduce contrast in both flavor and texture.

The result is a dish that brings together the essence of Egyptian street food with a refined, contemporary presentation.

## Ingredients

Hawashi Mix  
1 kg Beef Brisket  
100 g Tomato  
300 g Yellow Onion  
5 g Cilantro  
5 g Garlic  
50 g Hickory BBQ Sauce  
40 g Mix Grill Seasoning  
10 g Salt  
4 g Ground Black Pepper

## Sauce

300 g Tahini  
230 g Water  
35 g Distilled White Vinegar

8 g Salt  
4 g Ground Cumin  
300 g Hickory BBQ Sauce  
Seasoned Roasted Red Pepper  
500 g Roasted Red Peppers  
6 g Mix Grill Seasoning

## Sandwich Assembly

10 pc Pita Bread  
250 g Sharp Cheddar Yellow, slices  
400 g Pickled Cucumber, slices  
20 ea Tomato, slices  
20 ea Onion, slices  
150 g Arugula



**MOUSTAFA ELREFAEY**  
Executive Chef  
& Owner of Zooba



**American Hickory  
BBQ Sauce**

## Prep Method

- 1** Hawashi Mix  
Using the Food Processor mince the onions, garlic and tomato. Then add the mix grill seasoning with the salt and pepper and mix.
- 2** Chop the brisket with a cleaver in a steady motion until you achieve a rough mince—fine enough to bind, but with enough texture to keep a satisfying bite.
- 3** Place the vegetable mix, beef, cilantro and Hickory BBQ Sauce in a mixing bowl and mix well by hand using gloves.  
Sauce
- 4** Using a whisk or a hand blender, mix all ingredients together until well combined  
  
Seasoned Roasted Red Pepper
- 5** Julienne the roasted red pepper and season thoroughly with the mix grill seasoning  
  
Sandwich Assembly
- 6** Using scissors, cut off the top 2 cm of the pita bread horizontally to create an opening. Then spread 150g of the hawashi mix in bread and make sure that the meat is covering all the corners.
- 7** Cook for 7-10 minutes in a panini press, flipping once.
- 8** After cooking add the cheddar cheese slice, 50g of sauce, seasoned roasted red peppers, pickled cucumber slices, arugula, tomato slices and the onion slices and enjoy.  
Pro tip: serve some more sauce on the side for dipping



# SEOUL STREET BURGER





# SEOUL STREET BURGER

BY **JIRAROJ NAVANUKROH**  
AND **MAURITS VAN VROENHOVEN**

This chicken burger takes elements of the ever-popular Korean fried chicken and reimagines them within the convenient, delicious structure of a burger. Sweet brioche buns are glossed in a creamy mayonnaise spiced with ssamjang paste for a deep umami and fiery addition, as well as lime for acidity. The chicken is deep fried Korean style, to be crispy and aromatic with ginger – and glazed in a spicy, savory sauce. Finally, pickled daikon and fresh herbs are added to offer sourness and a refreshing crunch, rounding the burger into a dish full of texture and classic Korean flavor.



**JIRAROJ NAVANUKROH**  
Executive Chef  
Unilever Food Solutions, Thailand



**MAURITS VAN VROENHOVEN**  
Global Lead Creative and Brand  
Development Chef, Unilever Food  
Solutions, the Netherlands

## INGREDIENTS

### Chicken And Marinade

750 g Chicken  
thighs, deboned  
100 ml Light soy sauce  
15 g Garlic, chopped  
15 g Ginger, chopped  
100 g Brown sugar

### Batter

120 g Cornstarch  
120 g Flour  
5 g Baking powder  
15 g Salt  
5 g White pepper  
5 g Paprika powder  
5 g Turmeric powder  
5 g Garlic powder  
5 g Onion powder  
350 ml Ice-cold water

### Spicy Korean Glaze

200 g Hellmann's  
Ketchup  
100 ml Water  
75 g Gochujang  
50 g Honey or  
maple syrup  
30 g Soy sauce  
25 g Sesame oil  
10 g Garlic powder  
10 g Ginger

### Citrus Ssamjang Mayo

100 g Hellmann's  
Mayonnaise  
100 g Ssamjang paste  
50 ml Prepared lime  
juice, with Knorr  
Lime Powder

### Pickled Daikon

500 g Daikon, julienne  
150 g Water  
150 g Sugar  
150 ml Rice vinegar

### Burger Assembly

4 Brioche buns  
100 g Arugula  
100 g Watercress

## Hellmann's Mayonnaise

Hellmann's Mayonnaise delivers the rich, creamy taste that chefs and customers know and love.



## METHOD

- 1 Marinate the chicken for a couple of hours.
- 2 Prepare the pickled daikon marinade at least 3 hours in advance.
- 3 For the Korean glaze: heat oil, add ginger and garlic, and fry over medium heat for a few seconds. Add the remaining ingredients, bring to a boil, and set aside.
- 4 Prepare the citrus ssamjang mayo by mixing all ingredients together until combined.
- 5 Mix all dry ingredients together for coating, separating into two parts: one for dry coating and one for making the batter.
- 6 Pat the chicken dry, coat with flour, then dip into the batter.
- 7 Deep-fry the chicken at 185°C for about 8–10 minutes, until golden brown and completely cooked.
- 8 Coat the chicken with the Korean glaze.
- 9 Toast the brioche buns.
- 10 Spread citrus ssamjang mayo on the buns.
- 11 Add fried chicken, salad leaves, and daikon.
- 12 Top with the toasted buns.



# CRISPY THAI FISH AND CHIP BURGER





# CRISPY THAI FISH AND CHIP BURGER

BY **JIRAROJ NAVANUKROH**  
AND **MAURITS VAN VROENHOVEN**

Fish and chips is a classic dish synonymous with Great Britain, and this version reimagines it as a convenient burger with a Thai-inspired twist. A British-style batter gives the fresh fish a savory crunch, complemented by thinly sliced potato straws seasoned with Knorr Chicken Powder for extra depth of flavor. The Thai influence shines through in the tartar sauce, enriched with coconut, coriander, and lime to add a citrusy, tropical sweetness. A vibrant slaw of mango, carrot, and cucumber dressed in a chili-lime vinaigrette cuts through the richness, bringing bright, spicy notes that make the dish both familiar and refreshingly unique.



**JIRAROJ NAVANUKROH**  
Executive Chef  
Unilever Food Solutions, Thailand



**MAURITS VAN VROENHOVEN**  
Global Lead Creative and Brand Development Chef, Unilever Food Solutions, the Netherlands

## INGREDIENTS

### Fish Burger

400g White fish filet (100g x 4 pcs)

### Batter

120g All-purpose flour  
120g Milk  
120g Cold water  
4g Baking powder  
5g Salt

### Coconut Lime Tartar Sauce

100g **Hellmann's Mayonnaise**  
50g Full coconut cream  
10g Lime juice, prepared with **Knorr Lime Powder**  
10g Capers, chopped  
20g Shallots, chopped  
15g Pickles, chopped  
10g Coriander leaves, roughly chopped  
10g Parsley, chopped

### Mango, Carrot, Cucumber Slaw

100g Unripe mango, julienne  
100g Carrot, julienne  
100g Cucumber, julienne

### Chili Lime Vinaigrette

100g Lime juice, prepared with **Knorr Lime Powder** mixed with water (ratio 1:3)  
40g Thai fish sauce  
40g Sugar  
20g Thai red chili, chopped  
20g Garlic, chopped

### Crispy Potato Straws

300g Potatoes suitable for fries  
5g **Knorr Chicken Powder**

4 Hamburger potato buns

### Burger Assembly

8g Coriander leaves  
12g Green lettuce leaves

## Hellmann's Mayonnaise

Hellmann's Mayonnaise delivers the rich, creamy taste that chefs and customers know and love.



## METHOD

- 1 Prepare the tartar sauce by mixing all ingredients together until combined.
- 2 Prepare the vinaigrette by mixing lime juice, fish sauce, sugar, red chili, and garlic. Stir well and adjust seasoning to taste.
- 3 Put mango, carrot, and cucumber in a mixing bowl. Add the chili lime vinaigrette, toss well, and set aside.
- 4 For the potato straws: Clean the potato, cut into small julienne, wash, dry, and deep-fry at 160°C for about 2-3 minutes until golden and crispy. Remove and drain well, then season with KCP.
- 5 Prepare the coating batter by mixing all-purpose flour, milk, cold water, baking powder, and salt together until combined.
- 6 Dip fish in flour, then into the batter. Deep-fry at 185°C for 6-7 minutes until cooked and golden brown. Set aside.
- 7 To assemble the burger: Toast the potato bun. Spread coconut lime tartar sauce on the bun, then add green lettuce leaves and slaw. Add the fried fish, crispy potato straws, and a little more coconut lime tartar sauce. Top with the other half of the potato bun.



# FALAFEL AND PORTOBELLO MUSHROOM BURGER



# FALAFEL AND PORTOBELLO MUSHROOM BURGER

BY **JIRAROJ NAVANUKROH**  
AND **MAURITS VAN VROENHOVEN**

Healthy, vegetarian, and full of texture, this burger is inspired by the nourishing staples of Middle Eastern and Greek cuisines. The patty is made from falafel and fried until crispy, then topped with a juicy portobello mushroom seasoned with umami-rich vegetarian chicken powder to add a satisfying meatiness. These elements are paired with sweet onions dusted in citrusy sumac and a traditional tzatziki, creamy and bright with citrus and herbs. Crunchy pickled vegetables bring a tangy acidity that balances the flavors, creating a wholesome, satisfying, and moreish meal.



**JIRAROJ NAVANUKROH**  
Executive Chef  
Unilever Food Solutions, Thailand



**MAURITS VAN VROENHOVEN**  
Global Lead Creative and Brand Development Chef, Unilever Food Solutions, the Netherlands

## INGREDIENTS

### Falafel Burger

300g Soaked chickpeas, drained  
60g White onion, in pieces  
6g Garlic, cleaned  
3g Salt  
2g Cumin  
1g Chili powder  
18g Olive oil  
4g Fresh mint  
7g Fresh coriander  
7g Fresh parsley

### Tzatziki

150g Greek yogurt  
50g **Hellmann's Mayonnaise**  
10g Dill  
10g Parsley  
3g **Knorr Lime Powder**  
5g Garlic

### Portobello "Patty"

2 Portobello mushrooms, sliced

**Knorr Chicken Powder** for seasoning

### Sumac Onions

100g Red onion, sliced in half rings  
4g Sumac  
7g vinegar  
7g Olive oil  
2g Parsley, finely chopped  
1g Salt

### Pickled Vegetables

100g Green chilis  
200g Carrot  
200g Turnip  
3 Garlic cloves  
200ml Water  
100g Vinegar  
20g Sugar  
3g Salt

### Burger Assembly

150g Fresh mixed micro herbs  
4 Brioche buns

## Hellmann's Mayonnaise

Hellmann's Mayonnaise delivers the rich, creamy taste that chefs and customers know and love.



## METHOD

- 1 Prepare pickled vegetables: Boil water, add vinegar, sugar, and salt. Add the vegetables and store them in the fridge for a couple of days.
- 2 Prepare the falafel burger: Place all the ingredients for the falafel into a food processor and pulse until well-combined but not completely pureed. Shape into the desired size using a ring. Freeze the falafel for a couple of hours before deep-frying.
- 3 Deep-fry the falafel at 175°C for 8–10 minutes.
- 4 Prepare the sumac onions: Mix all ingredients together until combined.
- 5 Prepare the tzatziki: Mix all ingredients together until combined.
- 6 Pan-fry the portobello slices and season with Knorr Chicken Powder.
- 7 Toast the brioche burger buns.
- 8 To build the burger: Spread tzatziki on the bun, add pickled vegetables and micro herbs, falafel, top with portobello mushroom, sumac onion, and more micro herbs. Top with the other half of the burger bun.



# MEXICAN CHEESEBURGER





# MEXICAN CHEESEBURGER

BY **JIRAROJ NAVANUKROH**  
AND **MAURITS VAN VROENHOVEN**

The classic American cheeseburger is given a Mexican makeover, from a cuisine that knows how to use beef and cheese in truly special ways. The beef is seasoned in traditional Mexican style with grassy, citrusy oregano and earthy chilis, then layered with sliced cheese and crisp lettuce in a burger bun. To elevate the experience further, mayonnaise is blended with smoky chili sauce and served alongside Mexican staples: creamy guacamole, fresh and bright pico de gallo, tangy sour cream, and crunchy tortilla chips. For added heat and a touch of acidity to cut through the richness, fresh jalapeños are pickled and used as a garnish.

## INGREDIENTS

### Burger

800 g Fresh beef burger patties, seasoned with Mexican spices  
8 x 100 g  
8 Slices cheddar cheese  
4 Brioche buns  
100 g Green lettuce

### Smoky Chipotle Mayo

100 g **Hellmann's Mayonnaise**  
15 g Smoky adobo sauce

### Chunky Guacamole

250 g Large ripe avocado, mashed  
20 g Small white onion, finely sliced  
35 g Roma tomato, cut into small cubes  
3 g Fresh coriander, finely sliced  
4 g Green jalapenos, finely sliced  
5 g Garlic, minced  
15 ml Lime juice, prepared with **Knorr Lime Powder**

### Jalapenos pickles

200 g Water  
200 g Vinegar  
20 g Sugar  
13 g Salt  
10 gm Garlic, sliced  
160 g Jalapenos, sliced

### Pico De Gallo

340 g Red tomatoes, cut into pieces  
75 g White onion, finely sliced  
10 g Jalapeño peppers, finely sliced  
30 g Lime juice, prepared with **Knorr Lime Powder**  
3 g Salt  
5 g Coriander, finely chopped

## Hellmann's Mayonnaise

Hellmann's Mayonnaise delivers the rich, creamy taste that chefs and customers know and love.



## METHOD

- 1 Prepare smoky chipotle mayo: Mix all ingredients together until combined. Adjust seasoning to taste.
- 2 Prepare guacamole: Put all ingredients in a mixing bowl, then gently mix. Adjust seasoning to taste.
- 3 Prepare jalapeno pickles: Boil water, vinegar, sugar, salt, and garlic. Add the sliced jalapeño and let it cool down in the fridge.
- 4 Prepare salsa: Put all ingredients into a mixing bowl, toss well, and adjust seasoning to taste.
- 5 Grill or fry the burger patties and let the cheese melt over the patties.
- 6 Toast the brioche buns.
- 7 Spread smoky chipotle mayo on the bottom of the buns, add guacamole, grilled beef patties, salsa, and jalapeño pickles.
- 8 Top with the other half of the burger bun.



**DIPPING**



**SAUCES**

# DIPPING SAUCES

## INGREDIENTS

### Nam Jim Jaew

150g Knorr Concentrated Tamarind Sauce  
100g Fish sauce  
20g Knorr Lime Powder  
150g Water  
150g Palm sugar  
25g Dried chili powder  
25g Ground roasted rice  
25g Shallots, finely sliced  
25g Fitweed leaves, finely sliced  
25g Spring onion, finely sliced

### Mala Mustard Mayo

250g Best Foods Real Mayonnaise  
30g Colman's Mustard

### Citrus Gochu Sawsawan

150g Sugar cane vinegar  
40g Knorr Liquid Seasoning  
60g Sugar  
1g Ground black pepper  
50g Garlic, chopped  
10g Gochujang  
2g Knorr Lime Powder  
5g Red chili, sliced  
50g Red onion, chopped  
5g Spring onion, finely sliced

### Chimichurri Lime Mayo

50g Parsley, chopped  
10g Garlic, chopped  
2g Dried chili powder  
5g Knorr Aromat  
3g Red chili, seedless, chopped  
2g Ground black pepper  
45g white vinegar  
150g Olive oil  
5g Knorr Lime Powder  
1g Dried oregano  
200g Hellmann's Mayonnaise or Best Foods Real Mayonnaise  
10g Lime juice, prepared from Knorr Lime Powder  
Salt, to taste

### Lime Ssamjang Mayo

200g Hellmann's Mayonnaise  
100g Ssamjang paste  
30ml Prepared lime juice, with Knorr Lime Powder  
5g Garlic, chopped  
5g Sesame oil  
5g Garlic, sliced  
3g Toasted sesame seeds  
3g Spring onion, sliced

### Spicy Honey Mustard Mayo

180g Hellmann's Mayonnaise  
20g Mustard  
25g Honey  
35g Sriracha sauce  
Honeycomb for garnish

## METHOD



### NAM JIM JAEW

Classic Thai dipping sauce, especially popular in Northeastern Thai cuisine. It's known for its bold, tangy, smoky, and slightly spicy flavor profile. This sauce goes well with grilled or fried meat.

- 1 Combine the Knorr Concentrated Tamarind Sauce, fish sauce, palm sugar, water and Knorr Lime Powder.
- 2 Add the ground rice, dried chili powder, spring onion, shallots and fitweed leaves to the sauce.
- 3 Mix well and serve with fried meat or grilled meat.



### CITRUS GOCHU SAWSAWAN

A vibrant dipping sauce bringing together the tangy brightness of Filipino sawsawan with the bold, savory, and spicy depth of Korean chili paste. Perfect when paired with crispy pork.

- 1 Mix all ingredients well in a bowl. Adjust seasoning to taste.
- 2 Serve as a dipping sauce for grilled or fried meat.



### LIME SSAMJANG MAYO

A creamy fusion dip — combining the bold heat of Korean gochujang, nutty sesame oil, and garlic with the bright citrus zing of lime, blended into smooth mayo for a spicy, tangy, and refreshing twist.

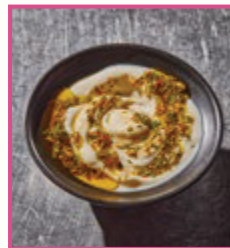
- 1 Combine all ingredients together and season to taste.
- 2 Garnish with sliced garlic, sesame seeds, and spring onion.



### MALA MUSTARD MAYO

A fiery blend of Sichuan peppercorns, chili oil and tangy mustard, mellowed with creamy mayo to balance the heat and bring a smooth, rich finish to every crispy bite.

- 1 Combine all ingredients together and season to taste.



### CHIMICHURRI LIME MAYO

A vibrant blend of fresh green herbs, garlic, chili and tangy vinegar topped on creamy lime mayo offering a bold contrast of richness and brightness in every bite.

- 1 For chimichurri: In a mixing bowl, add chopped parsley, chopped garlic, chili flakes, chopped bird's eye chili, oregano powder, olive oil, white vinegar, ground black pepper, Knorr Aromat seasoning powder, and Knorr Lime Powder. Stir to combine. Taste and adjust the seasoning as needed. Set aside.
- 2 For lime mayo: In a mixing bowl, add Hellmann's Mayonnaise or Best Foods Real Mayonnaise, lime juice, and a bit of salt. Stir to combine. Taste and adjust the seasoning as needed. Set aside.
- 3 For serving: Put lime mayo into a dipping sauce bowl, then top with chimichurri. Serve with chicharon.



### SPICY HONEY MUSTARD MAYO

Spicy honey mustard mayo delivers a creamy, tangy-sweet kick with a hint of chili heat that's perfect for dipping or spreading.

- 1 Combine all ingredients together, season to taste.
- 2 Garnish with honeycomb and cayenne pepper.

## Hellmann's Mayonnaise

Hellmann's Mayonnaise delivers the rich, creamy taste that chefs and customers know and love.



# 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

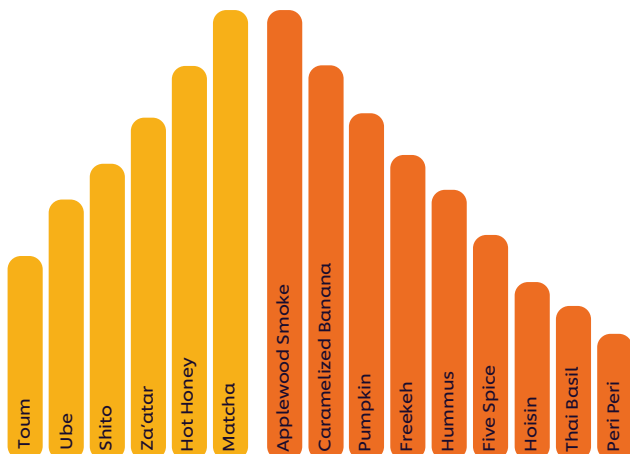
From the Southwestern Chinese province.



**KEY** ■ Trending ■ Emerging

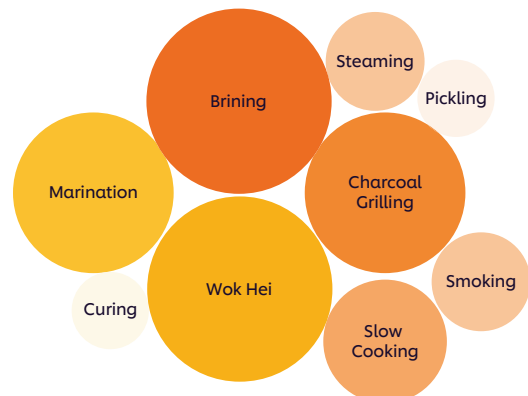
## TRENDING AND EMERGING INGREDIENTS

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.

# SCALLOP GEVICHE WITH FRUIT CAVIAR & CRISPY SHISO LEAF BITE





# SCALLOP CEVICHE WITH FRUIT CAVIAR & CRISPY SHISO LEAF BITE

BY SHEHAB MOSTAFA

## Description:

In this dish, scallops are presented in a light, refreshing composition where citrus enhances their natural sweetness without overpowering their delicate texture.

The scallops are gently cured with yuzu and orange juice, creating a bright acidity that balances the richness of the seafood.

This is elevated with fruit caviar made using liquid nitrogen, delivering bursts of raspberry, coconut, and passion fruit that add layers of flavor and a playful texture contrast.

The experience is completed with a crispy shiso leaf topped with smooth basil cream, pickled cucumber, and fresh mint, adding crunch, freshness, and aromatic depth.

The result is a refined, multi-layered dish that combines modern techniques with vibrant, balanced flavors.

## Ingredients

### Scallop Ceviche

6–8 pcs Fresh sea scallops (sushi-grade, thinly sliced)  
2 tbsp Yuzu juice  
1 tbsp Fresh orange juice (strained)  
1 tbsp Extra virgin olive oil  
Maldon sea salt (to taste)  
½ Fresh chili (finely sliced)

### Fruit Caviar

2 tbsp Fermented raspberry purée  
2 tbsp Coconut purée  
2 tbsp Passion fruit pulp  
1 tsp Finger lime vinegar  
Liquid nitrogen (as needed)  
**Crispy Shiso Leaf**  
4–6 Fresh shiso leaves (washed and dried)  
Vegetable oil (for frying)

### Basil Cream

100 ml Heavy cream  
20 g Fresh basil leaves (blanched)  
Salt (to taste)  
White pepper (to taste)  
**Garnish**  
Pickled cucumber slices  
Fresh mint leaves

## Method

- 1 **Scallop Ceviche**  
Clean and pat dry the scallops, then slice into thin rounds. Place in a chilled bowl and add yuzu juice and orange juice. Season lightly with Maldon salt and sliced chili, then drizzle with olive oil. Mix gently and allow to marinate for 3–5 minutes to lightly cure the surface while keeping the center fresh.
- 2 **Fruit Caviar**  
Blend each purée until smooth. Using a pipette, drop small droplets into liquid nitrogen to form frozen pearls. Repeat for raspberry, coconut, and passion fruit mixtures to create three types of caviar.
- 3 **Basil Cream**  
Blanch basil leaves briefly, then transfer to ice water to preserve color. Blend with heavy cream until smooth. Season with salt and white pepper, then strain for a silky texture. Chill until needed.
- 4 **Crispy Shiso Leaf**  
Heat oil to 170°C. Ensure leaves are completely dry, then fry for 5–10 seconds until crisp. Remove and drain on paper towel, lightly seasoning with salt.
- 5 **Assembly**  
Arrange the scallop ceviche on a chilled plate. Distribute the fruit caviar evenly on top for visual and flavor contrast. Serve alongside or on top of the crispy shiso leaf layered with basil cream, pickled cucumber, and mint. Serve immediately to preserve freshness and texture.



**SHEHAB MOSTAFA**  
Head Chef at Khufu's



**Knorr Lime Seasoning**

# BIRRIA TACO MELT





# BIRRIA TACO MELT

BY **WESLEY BAY** AND **PINAR BALPINAR**

Birria is a traditional barbacoa-style cooking method from Western Mexico, combining succulent stewed meat cooked until shreddable in a spiced, sour, acidic broth, which is then cooked into a broth that also provides a consommé for dipping the meat into. Here, these elements all stand on their own but an addition of cheese and a smoky beef mayo add silkiness and salt. This is freshened up with staple Mexican ingredients including lime juice, pickled jalapeños and red onions. All of which is then grilled to add char, a melted cheese finish evocative of the quesadilla cooked on the plancha at all good tacquerias.



**WESLEY BAY**  
Head Culinary Advisor  
Unilever Food Solutions, Belgium



**PINAR BALPINAR**  
Innovation and Marketing Chef  
Unilever Food Solutions, Türkiye

## INGREDIENTS

### For Beef Birria

2000 g Beef chuck or brisket  
60 g **Knorr Demi Glace**  
1200 ml Water  
150 g White onion  
20 g Garlic, chopped  
3 pcs Bay leaf  
2 pcs Cloves

### For Chili Paste

20 g Dried chipotle peppers, canned  
60 g Tomato paste  
20 g Apple cider vinegar  
3 g Oregano, Mexican preferred  
2 g Cumin, ground  
3 g Smoked paprika

### For Birria Dip Sauce Mayonnaise

100 g **Hellmann's** Mayonnaise  
250 g Birria braising liquid, reduced  
5 g Smoked paprika  
5 g Lime juice  
100 g **Hellmann's** BBQ Sauce

### For Birria Tacos

120 g Pulled beef birria, prepared, shredded  
400 g Cheddar cheese, shredded  
300 g Corn kernels, charred  
250 g Red bean paste  
150 g Jalapeno pickles, sliced  
150 g Red onion, julienne  
10 pcs Flour tortillas (20–22 cm)

**Knorr Demi Glace**





# BANH MI MELT





# BANH MI MELT

BY **WESLEY BAY** AND **PINAR BALPINAR**

Banh Mi is a beloved Street Food with a rich history. This version introduces a grilled element, finished with mayonnaise for a golden, crispy crust. An aioli infused with kaffir lime leaves adds an earthy citrus note, while pickled carrot and daikon bring a bright, tangy contrast to the chargrilled chicken, which is enhanced with umami flavors from soy and chicken stock. A drizzle of crispy chili oil adds a final touch of warmth and depth.



**WESLEY BAY**  
Head Culinary Advisor  
Unilever Food Solutions, Belgium



**PINAR BALPINAR**  
Innovation and Marketing Chef  
Unilever Food Solutions, Türkiye

## INGREDIENTS

- |  |  |
|--|--|
| 1.2 kg Grilled chicken filet or grilled chicken thigh cooked sous vide | 400 ml <b>Hellmann's Mayonnaise</b>                      |
| <b>Pickled Vegetables</b>  | 15 ml Liquid concentrate chicken                         |
| 200 gm Carrot julienne   | Zest and juice of 1 lemon (or the zest of a kaffir lime) |
| 200 gm Daikon julienne   | 20 pcs (2 cm thick) Sourdough bread                      |
| 120 ml Rice vinegar  | 500 g Provolone cheese, grated                           |
| 120 ml Water   | Crispy chili oil   |
| 25 gm Sugar  | 500 g Cucumber sliced thin                               |
| 5 gm Salt  | 3 pcs Jalapenos, sliced                                  |
| <b>Kaffir Lime Mayo</b>  | 1 Bunch cilantro   |
| 5 pcs Kaffir lime leaves   | 150 g <b>Hellmann's Mayonnaise</b> for Grilling          |
| 3 pcs Garlic   |  |
| 15 g Ginger, grated  |  |
| 60 ml Soy sauce  |  |
| 15 ml Toasted sesame oil   |  |

## METHOD

- 1 Add all ingredients for the kaffir lime aioli to a blender and blend till well-combined.
- 2 Spread kaffir lime mayo on the slices of bread.
- 3 Add grated provolone.
- 4 Add grilled chicken.
- 5 Drizzle with crispy chili oil.
- 6 Add pickled vegetables.
- 7 Add cucumber slices.
- 8 Add jalapenos and cilantro leaves.
- 9 Add grated provolone.
- 10 Close with a slice of bread spread with the kaffir lime mayo.
- 11 Spread the Hellmann's Mayonnaise on the outside of the sandwich and grill on both sides till golden brown.

## Hellmann's Mayonnaise

Hellmann's Mayonnaise delivers the rich, creamy taste that chefs and customers know and love.



# TRUFFLE SCRAMBLED MELT





# TRUFFLE SCRAMBLED MELT

BY **WESLEY BAY** AND **PINAR BALPINAR**

Scrambled eggs, cooked to a luxuriously soft texture, are elevated with earthy truffle and sharp cheddar. Sauteed mushrooms add a firm, meaty bite, while fresh rocket provides a peppery lift. A Mediterranean-inspired aioli, made with pungent garlic, creamy mayonnaise, bright lime juice, and the salty, briny umami of powdered bottarga, ties the dish together. The combination of marine flavors with fungi and egg echoes Southeast Asian breakfast traditions, demonstrating how ingredients from one region can complement the flavors of another.



**WESLEY BAY**  
Head Culinary Advisor  
Unilever Food Solutions, Belgium



**PINAR BALPINAR**  
Innovation and Marketing Chef  
Unilever Food Solutions, Türkiye

## INGREDIENTS (10 portions)

20 Eggs	<b>Mediterranean Aioli</b>
60 g Truffle paste	250 g <b>Hellmann's Mayonnaise</b>
200 g <b>Hellmann's Mayonnaise</b>	20 g Bottarga, powdered
300 g White cheddar, shredded	5 g Garlic, grated
100 g Arugula	8 g Lime juice and zest
300 g Mixed mushrooms, sauteed	
20 slices of rye bread	

## METHOD

- 1 Whisk the eggs with the truffle paste and scramble softly until creamy.
- 2 For the aioli, mix all the ingredients together.
- 3 Toast bread slices lightly.
- 4 Spread the toast with the Mediterranean aioli, add the scrambled eggs, sauteed mushrooms, white cheddar, and arugula.
- 5 Close the sandwich and grill until the cheese melts.
- 6 Slice and serve warm.

## Hellmann's Mayonnaise

Hellmann's Mayonnaise delivers the rich, creamy taste that chefs and customers know and love.



# LAHMAGUN-STYLE QUESADILLA





# LAHMAGUN-STYLE QUESADILLA

BY **WESLEY BAY** AND **PINAR BALPINAR**

Inspired by lahmacun, this Middle Eastern style flatbread takes the form of a quesadilla, topped, folded, and grilled to perfection. Traditional lahmacun flavors shine through in the savory beef mince, rich tomatoes, warm paprika, fragrant mint, creamy yogurt, and the deep spice of harissa and garlic. The addition of cheese brings a sweet, caramelized richness, while grilling creates a warm, comforting dish that blends Middle Eastern spice with the indulgent melt of a quesadilla.



**WESLEY BAY**  
Head Culinary Advisor  
Unilever Food Solutions, Belgium



**PINAR BALPINAR**  
Innovation and Marketing Chef  
Unilever Food Solutions, Türkiye

## INGREDIENTS

<b>Mince Meat Filling</b>	500 g Sweet white onions, thinly sliced
750 g Beef mince meat	500 g Shredded cheddar
225 g <b>Knorr Pronto Napoletana</b>	
35 g <b>Knorr Pureed Spices Paprika</b>	<b>Harissa Dip</b>
30 gm <b>Knorr Brown Fond Powder</b>	400 ml <b>Hellmann's Yogurt Dressing</b>
5 g Za'atar	50 g Harissa paste
10 pcs Flour tortillas (25-30cm)	Handful chopped mint
	2 Cloves garlic, minced

## METHOD

- 1 Combine the beef mince with the tomato pronto, the pureed spiced paprika and the Knorr Brown Fond Powder, the garlic and za'atar.
- 2 Spread the mixture evenly on a flour tortilla.
- 3 Add the thinly sliced white onion on top.
- 4 Add the shredded cheddar.
- 5 Fold and bake until golden brown on both sides on a plancha.
- 6 Mix all ingredients for the harissa dip.

**Knorr Pronto Napoletana**



# TOMAHAWK IN SALT DOUGH WITH DEMI-SAUCE VIERGE





# TOMAHAWK IN SALT DOUGH WITH DEMI-SAUCE VIERGE

BY **WESLEY BAY** AND **PINAR BALPINAR**

A tomahawk is among the chef's favorite cuts, full of textures and fat-based flavors. Here it is served with a classic sauce vierge adding citrus and acidity, as well as deep umami through a demi glace. This has also been given a Middle Eastern twist as the steak is dry rubbed in a marinade consisting of harissa and cumin for subtle, earthy heat and also light citrus and fresh grassy flavor from sumac and oregano. The steak is baked in a salt dough, low and slow, to ensure a wonderfully tender finish to the meat, and a perfect infusion of flavors.



**WESLEY BAY**  
Head Culinary Advisor  
Unilever Food Solutions, Belgium



**PINAR BALPINAR**  
Innovation and Marketing Chef  
Unilever Food Solutions, Türkiye

## INGREDIENTS

5 pcs Beef tomahawk	30 g Harissa paste
<b>Salt Dough</b>	30 g Cumin powder
1.2 kg Kosher salt	30 g Sumac
600 g All-purpose flour	15 g Oregano
8 pcs Egg whites	<b>Sauce Vierge</b>
250 ml Water (or as needed)	500 ml Knorr <b>Demi Glace</b>
30 g Coarse ground black pepper	100 ml Olive oil
2 pcs Lemon zest	2 pcs Tomato, in cubes
<b>Beef Marinade</b>	30 g Flat parsley
15 ml <b>Liquid Concentrate Beef</b>	30 g Basil or coriander, chopped garlic
60 ml Olive oil	60 Shallots, in vinegar Lemon zest

**Knorr Demi Glace**



## METHOD

- 1 Sear the tomahawk on both sides until golden brown and set to rest.
- 2 Prepare the salt dough.
- 3 In a large bowl, mix salt, flour and coarse black pepper.
- 4 Add egg whites and mix.
- 5 Slowly add water until a firm, pliable dough forms.
- 6 Roll it out to about 5mm thick.

## METHOD FOR MARINADE

- 1 Mix all the aromatic paste ingredients into a thick marinade. Rub generously over the beef.
- 2 Place the beef tomahawk in the center, and wrap it completely. Seal well.
- 3 Bake in the oven on 190°C 45-60 minutes, at core temperature 56°C.
- 4 Let the crusted beef rest for 10 minutes. Use a knife to crack open the crust.
- 5 Make the Knorr Demi Glace with the powder.
- 6 Mix the rest of the ingredients together.
- 7 Add this to the warm sauce and serve. As an option, add some balsamic vinegar for extra acidity.
- 8 Serve with thinly sliced parmesan and arugula.



# ADOBO FRIED CHICKEN





# ADOBO FRIED CHICKEN

BY **KENNETH CACHO**

This inventive twist on a Filipino classic reimagines the beloved adobo—often thought of as the unofficial dish of the Philippines—in crisp, modern form. Boneless Cornish game hen is marinated in rice vinegar and soy sauce, each bite infused with that tangy, savory depth, before being fried to crackling perfection. A smooth roasted garlic puree lends richness, while a split butter-soy gravy adds a luxe umami sheen. Bright watercress and roasted beets, lightly pickled for balance, cut through the intensity with freshness and gentle sweetness. On the side, green onion potato fritters offer a satisfying crunch and aromatic lift, rounding out a dish that celebrates the bold harmony of flavors that define Filipino cuisine.



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

## Knorr Crispy Breeding Mix

Knorr Professional Crispy Breeding Mix is an all-in-one, ready-to-use breading and batter solution that delivers long-lasting crispiness and meaty flavor for fried chicken and other dishes.



## INGREDIENTS

### Marinade

100ml Rice vinegar  
25ml Brewed soy sauce  
25g Garlic, minced  
1g Bay leaves  
0.5g Black, freshly ground pepper  
5g **Knorr Chicken Powder**  
400g Halved and deboned whole half side Cornish game hen

### Breading Mix

**Knorr Crispy Breeding Mix**

### Pickled Roasted Beets

100ml Distilled vinegar  
100g White sugar  
2pcs Bay leaves  
2g Coriander seeds  
12pcs Pepper  
2pcs Star anise  
10g **Knorr Aromat**  
Beetroots, baked, peeled, and cut

### Roasted Garlic Puree

300g Garlic, boiled for 10 minutes  
50g Extra virgin olive oil  
Thyme  
25g **Knorr Aromat**  
150ml Cooking cream

### Green Onion Potato Fritters

10g Green onions, roughly chopped  
10g Parsley, roughly chopped  
1 Egg  
75g **Knorr Potato Flakes**  
200 ml Water  
Nutmeg  
White ground pepper  
12g Baking powder  
50g All-purpose flour  
12g **Knorr Aromat**  
10ml Cooking cream  
Vegetable oil, for frying

### Split Butter And Soy Gravy

100g Brown chicken stock  
10g Brewed soy sauce  
5ml Worcestershire sauce  
75g Unsalted clarified butter

### Garnish

Picked watercress  
Green leeks, fine julienne

## METHOD

- 1** To prepare the marinade, combine ingredients in a mixing bowl. Whisk until well-blended and aromatic, then pour over the deboned chicken. Marinate in the refrigerator for at least four hours.
- 2** Remove from the marinade and pat dry thoroughly. Vacuum-seal and cook sous vide at 68°C (154°F) for one hour, then cool. Coat the chicken evenly with the breading mix and follow the pack instructions. Deep fry at 180°C (350°F) until golden brown and the internal temperature reaches 74°C (165°F). Drain on kitchen paper and keep warm.
- 3** For the pickled roasted beets, bring rice vinegar, sugar, salt, and chosen aromatics to a boil in a saucepan. Simmer gently for about 15 minutes to allow the flavors to infuse, then pour the hot pickling liquid over the roasted beets. Let the beets marinate for two days in the refrigerator.
- 4** To prepare the roasted garlic puree, heat garlic cloves, oil, and fresh thyme in a pan to 170°C (338°F), frying gently until the garlic turns golden and aromatic. Strain and transfer the garlic to a Thermomix or blender. Blend with cream at 70°C (158°F) for three minutes until velvety smooth, then emulsify with a small amount of the reserved garlic oil.
- 5** For the green onion-potato fritters, blend green onions and parsley with egg until fine. In a separate bowl, bring water to a boil, remove from heat, and stir in Knorr Potato Flakes to form a smooth mash. Once cooled slightly, mix with the herb-egg blend to create a soft dough. Roll and cut into bite-sized portions, then deep fry at 180°C (356°F) until golden and crisp. Drain on paper towels and hold warm.
- 6** To prepare the split butter-soy gravy, combine chicken stock, soy sauce, and Worcestershire sauce in a saucepan and bring to a gentle boil. In another pan, saute sliced leeks in butter until fragrant and nutty. Blend the leek-butter mixture until smooth, then strain and fold it into the warm soy-stock base. Allow the mixture to split naturally and create a rich, glossy sauce.
- 7** To serve, assemble the plate and garnish with fresh watercress and fine julienne leeks.



# BUTTERMILK FRIED CHICKEN





# BUTTERMILK FRIED CHICKEN

BY **KENNETH CACHO**

This nostalgic American diner classic makes a hearty Southern-style buttermilk fried chicken, souped up with seasoned home cook techniques. Juicy chicken legs are marinated in tangy buttermilk and fried until golden, creating a crispiness that makes for some serious fork-raking ASMR. Alongside, rich and velvety mashed potatoes are whipped with cheese for a creamy, indulgent finish, while buttered corn and tender yet crisp root vegetables lend natural sweetness and depth. Dousing it all is a silky mushroom gravy that's earthy and full of warmth. A plate that perfectly balances crunch and comfort.



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

## Knorr Crispy Breading Mix

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## INGREDIENTS

### Buttermilk Marinade

1kg Chicken legs, bone in  
250ml Buttermilk  
10g Thyme  
2g Pepper  
20g **Knorr Chicken Powder** (optional)

### Fried Chicken Batter

**Knorr Crispy Breading Mix**  
Vegetable oil  
Unsalted butter  
Fine parsley, chopped

### Cheesy Mashed Potatoes

75g **Knorr Potato Flakes**  
300ml Water  
100g Cooking cream  
50g Butter  
Nutmeg  
100g Melting processed cheddar cheese  
5g **Knorr Aromat**  
White ground pepper

### Buttered Corn And Root Vegetables

50g Canned corn  
50g Carrots, diced (¼" x ¼")  
50g Broccoli florets  
50g Celery, diced (¼" x ¼")  
50g Cauliflower  
50g Butter  
5g **Knorr Aromat**

### Creamy Mushroom Gravy

50g Unsalted butter  
150g Fresh white mushrooms, quartered  
25g All-purpose flour  
0.25g Black, freshly ground pepper  
20g **Knorr Chicken Broth Base**  
500ml Chicken stock  
Dark molasses  
10g Worcestershire sauce  
100ml Cooking cream

### Garnishes

Finely cut chives  
Wedge of lemon

## METHOD

### MARINATION

- 1 Marinate the chicken legs in a mixing bowl with marinade ingredients for at least four hours, ideally overnight. For added umami, add a small amount of Knorr Chicken Powder.

### BREADING AND FRYING

- 2 Remove the chicken from the buttermilk, allowing excess to drip off. Coat each piece evenly with Knorr Crispy Breading Mix. Heat vegetable oil to 170°C (338°F) and deep fry the chicken until golden brown and cooked through, with an internal temperature of 75°C (165°F). Drain on paper towels. In a separate pan, melt butter until foamy, add parsley, and briefly fry before pouring the parsley butter over the chicken.

### CHEESY MASHED POTATO

- 3 To prepare the cheesy mashed potatoes, bring water to a boil and whisk in Knorr Potato Flakes until smooth. Stir in cooking cream, unsalted butter, freshly ground nutmeg, white pepper, and Knorr Aromat. Next, fold in melted processed cheddar cheese until fully incorporated. Keep warm until serving.

### BUTTERED CORN AND ROOT VEGETABLES

- 4 To prepare the buttered corn and root vegetables, blanch the diced carrots, celery, broccoli florets, and cauliflower until just tender but still crisp. In a saute pan, melt unsalted butter and add the blanched vegetables along with drained canned corn. Saute briefly until heated through, then season with Knorr Aromat and toss well to coat in the butter.

### CREAMY MUSHROOM GRAVY

- 5 For the creamy mushroom gravy, melt unsalted butter and saute quartered white mushrooms until golden brown in a saucepan. Stir in all-purpose flour to form a roux, then gradually whisk in the rest of the ingredients. Simmer until thick and smooth, adjusting seasoning to taste.

### GARNISHES

- 6 Serve with a garnish of finely chopped chives and a lemon wedge.



# CRISPY KOREAN FRIED CHICKEN SANDWICH





# CRISPY KOREAN FRIED CHICKEN SANDWICH

BY **KENNETH CACHO**

This bold take on a Street Food favorite champions the signature sweet and spicy flavors of Korea, elevating classic elements with more sumptuous regional details. Boneless chicken wings are double-fried for that unmistakable—and ultra-satisfying—shattering crunch, then glossed in a gochujang glaze that’s fiery, sticky, and addictive. A roasted black sesame mayo adds deep nuttiness and creaminess, pairing perfectly with the heat of the sauce. Crisp butter lettuce and a vibrant vegetable slaw tossed in a punchy kimchi dressing bring freshness and tang, cutting through the richness. It’s a dish that delivers on what’s best about Korean cooking: contrast and balance.



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

## Knorr Crispy Breeding Mix

Knorr Professional Crispy Breeding Mix is an all-in-one, ready-to-use breading and batter solution that delivers long-lasting crispiness and meaty flavor for fried chicken and other dishes.



## INGREDIENTS

### Fried Boneless Chicken Wings

1kg Boneless chicken wings

**Knorr Crispy Breeding Mix** (follow pack instructions)

Vegetable oil, for frying

### Gochujang Glaze

50g Gochujang (Korean chili paste)

25g Tomato ketchup

50ml Dark brewed soy sauce

75g Brown sugar

25g Honey

25g **Knorr Teriyaki Sauce** (optional)

25ml Rice vinegar

25g Garlic, minced

25g Ginger, minced

10ml Sesame oil

25ml Water

25ml Oil

5g Korean red pepper flakes

### Roasted Black Sesame Seed Mayo

100g **Hellmann's Mayonnaise**

100g Crushed black sesame seed

5g Sesame oil

5ml Lemon juice

5ml Honey

### Vegetable Slaw

120g Green cabbage, finely shredded

60g Red cabbage, finely shredded

60g Carrots, fine julienne, salted and washed

120g Daikon radish, fine julienne, salted and washed

30g Green onions, julienne

20g Chiffonade cilantro

### Kimchi Dressing

100g Kimchi, finely chopped

50g Extra virgin olive oil

30g Honey

1g Black, freshly ground pepper

100g Garlic confit, mashed

75g **Hellmann's Mayonnaise**

10g Aromat

### Garnish

Picked butter lettuce

Crispy nori flakes

1.5" thick slices of brioche loaf

Unsalted butter

Fried egg (optional)

## METHOD

### FRIED BONELESS CHICKEN WINGS

- 1 Carefully debone the chicken wings and coat them evenly using Knorr Crispy Breading Mix. Deep fry at 160°C (320°F) until the internal temperature reaches 70°C (160°F), then drain and allow to cool. Increase the oil temperature to 190°C (374°F) and fry again for two minutes, or until golden and extra crisp.

### GOCHUJANG GLAZE

- 2 For the gochujang glaze, heat oil in a pan and saute the aromatics until fragrant. Add the remaining glaze ingredients and simmer gently until thick and glossy, adjusting the heat level as desired. Toss the chicken wings through the glaze until evenly coated.

### ROASTED BLACK SESAME SEED MAYO

- 3 To prepare the roasted black sesame seed mayonnaise, toast black sesame seeds until aromatic, then crush finely using a Thermomix or spice grinder. Combine and mix the rest of the ingredients well, and chill until needed.

### VEGETABLE SLAW

- 4 For the vegetable slaw, shred or julienne vegetables. Whisk together the kimchi dressing ingredients until emulsified, then toss with the vegetables just before serving to maintain crispness.

### KIMCHI DRESSING

- 5 Slice the brioche buns into thick portions, butter lightly, and toast until golden brown. Prepare crisp butter lettuce leaves and garnishes.

### GARNISH

- 6 To assemble, spread the mayo generously on the bottom brioche slice. Layer with lettuce, chicken, and a scoop of slaw. Top with a crispy nori garnish (and an optional fried egg), then close the toasted brioche lid. Serve immediately.



# GARLIC PEPPER RIBEYE



WITH BELGIAN FRIES



# GARLIC PEPPER RIBEYE WITH BELGIAN FRIES

BY **WESLEY BAY** AND **PINAR BALPINAR**

This steak recipe takes bold flavor to new heights with a black garlic glaze made from Knorr Demi Glace, black garlic puree and double umami soy sauce. A crust of cacao nibs and pink peppercorn adds unexpected texture and a hint of heat. Rich, complex, and indulgent, it's a dish that offers both surprise and delight.



**WESLEY BAY**  
Head Culinary Advisor  
Unilever Food Solutions, Belgium



**PINAR BALPINAR**  
Innovation and Marketing Chef  
Unilever Food Solutions, Türkiye

**Knorr Demi Glace**



## INGREDIENTS

2.5 kg Ribeye

### For The Crust

250 g Cashew nuts

80 g Crispy fried garlic

30 g Coarse  
black pepper

3 g Kaffir lime leaves

### For The Sauce

500 ml **Knorr  
Demi Glace**

50 g Garlic, sliced

60 ml Oyster sauce

20 ml Light soy sauce

20 ml Fish sauce

10 g Palm sugar

20 ml Lime juice

Cilantro stems,  
chopped

### To Garnish

Potato julienne,  
deep fried

## METHOD FOR THE STEAK

- 1 Sear the ribeye on both sides until golden brown.
- 2 Toast the cashew nuts and chop coarse.
- 3 Mix with the rest of the ingredients.
- 4 Place on top of the ribeye.

## METHOD FOR THE SAUCE

- 1 Fry the garlic in a sauce pan.
- 2 Add the coarse black pepper.
- 3 Add the oyster sauce, soy sauce, fish sauce and palm sugar.
- 4 Add the Knorr Demi Glace and simmer for 5 minutes.
- 5 Add the lime juice and the chopped cilantro stems to it.
- 6 Finish before serving with the crispy chili oil.
- 7 Add binding if needed.
- 8 Serve the sliced ribeye on top of the fries and drizzle with the sauce.
- 9 Drizzle with some Hellmann's Mayonnaise.
- 10 Top with crispy shallots, cilantro.

**STEAK WITH  
PISTACHIO  
AND CHIMICHURRI CRUST,  
WITH CHERRY DEMI GLACE**





# STEAK WITH PISTACHIO AND CHIMICHURRI CRUST, WITH CHERRY DEMI GLACE

BY **WESLEY BAY** AND **PINAR BALPINAR**

Steak with cherry sauce offers a mouth-watering balance of savory richness and sweet-sour tang. Drawing inspiration from Asian cuisines, this dish elevates the classic pairing into something truly distinctive. The cherry demi glace is enhanced with a hint of soy sauce and star anise, adding layers of umami depth and gently spiced warmth. A pistachio and lemon zest crust brings contrasting textures, a touch of richness, and a creamy, fresh finish that ties the flavors together beautifully.



**WESLEY BAY**  
Head Culinary Advisor  
Unilever Food Solutions, Belgium



**PINAR BALPINAR**  
Innovation and Marketing Chef  
Unilever Food Solutions, Türkiye

## INGREDIENTS (10 portions)

2 kg Whole beef tenderloin	<b>Cherry Demi Glace</b>
20 g Salt (≈1% of meat weight)	75 g <b>Knorr Demi Glace (powder)</b>
5 g Black pepper, freshly ground	1 L Water
20 g Olive oil	50 g Cherry puree or morello cherry juice, unsweetened
100 g <b>Hellmann's Mustard</b>	40 g Dried sour cherries, chopped
<b>Compound Mayo Butter Crust</b>	80 ml Unsweetened hibiscus juice
150 g Unsalted butter, softened	15g Light soy sauce
60 g <b>Hellmann's Mayonnaise</b>	1 pcs Star anise
100 g Pistachios, toasted, finely ground	60 g Butter, cold cubes
40 g Parmesan, grated	2 g Fresh thyme
6 g Garlic, grated	
3 g Lemon zest	
5 g Salt	
2 g Black pepper	

**Knorr Demi Glace**



## METHOD

### STEAK

- 1 Trim the tenderloin of silver skin and excess fat.
- 2 Rub evenly with salt and freshly ground black pepper.
- 3 Heat a large pan with olive oil over a medium-high heat. Sear the tenderloin on all sides until a deep golden crust forms (about 2–3 minutes per side).
- 4 Remove from the pan and place on a wire rack. Allow the surface temperature to drop to 30–35 °C before the next step. (This prevents the crust mixture from melting and sliding off while still keeping the meat warm inside.)
- 5 Once cooled slightly, brush the entire surface with Hellmann's Mustard.

### COMPOUND MAYO BUTTER CRUST

- 6 In a bowl, mix softened butter and Hellmann's Mayonnaise until smooth.
- 7 Add pistachios, parmesan, garlic, lemon zest, salt, and pepper. Stir until fully combined into a cohesive paste.
- 8 Spread the crust mixture evenly over the mustard-coated beef in a layer about 3–5mm thick.
- 9 Chill briefly (15–20 minutes) to help the crust firm before roasting.
- 10 Preheat the oven to 180 °C (356 °F).

- 11 Place the crusted tenderloin on a wire rack set over a roasting tray. Roast until the internal temperature reaches: 48–50 °C for medium-rare, 52–54 °C for medium (Cooking time: approx. 25–35 minutes depending on oven and size.)
- 12 Remove from the oven and rest for 15 minutes before slicing — this allows juices to redistribute and the crust to set firmly.

### CHERRY DEMI GLACE

- 13 Prepare Knorr Demi Glace.
- 14 Add cherry puree, dried sour cherries, soy sauce, star anise, and thyme. Simmer gently for 8–10 minutes until reduced and glossy.
- 15 Strain, then whisk in cold butter cubes for shine.

### PLATING

- 16 Slice the rested tenderloin into 2–3 cm thick medallions.
- 17 Spoon a layer of cherry demi glace onto the plate.
- 18 Arrange 2–3 slices of crusted tenderloin on top.
- 19 Garnish with crushed pistachios, micro herbs for extra depth and texture.



# UMEBOSHI KATAIFI CRUSTED FLANK STEAK





# UMEBOSHI KATAIFI CRUSTED FLANK STEAK

BY **WESLEY BAY** AND **PINAR BALPINAR**

This dish features a tender flank steak coated in a crisp kataifi and pecan crust, infused with the aromatic zest of kaffir lime, a touch of miso and honey for subtle umami sweetness. The crust offers a beautiful balance of texture and flavor. It's nutty, tangy, and delicately spiced with sesame and dried shiitake. It's paired with an Asian-style shallot sauce, demi glace, and soy with the bright acidity of yuzu, umeboshi, and tamarind. Finished with a hint of shichimi togarashi and fresh Thai basil, the dish combines elegant Japanese influences with an exciting twist.

## INGREDIENTS

2 kg Flank steak

### For The Crust

120 g Pecan nuts  
coarse, chopped  
500 g Kataifi  
20 g Sesame seeds  
1 pcs Kaffir lime zest  
or kaffir lime leaves,  
thinly chopped  
60 ml Oil  
6 pcs Dried shiitake  
mushrooms  
20 g Miso  
20 g Honey

### For The Sauce

500 ml **Knorr  
Demi Glace**  
250 g Shallots,  
thinly sliced  
15 g Umeboshi paste  
15 g Tamarind paste  
15 ml Soy sauce  
1 pcs Yuzu juice  
and zest  
Shichimi togarashi  
Thai basil, shredded



**WESLEY BAY**  
Head Culinary Advisor  
Unilever Food Solutions, Belgium



**PINAR BALPINAR**  
Innovation and Marketing Chef  
Unilever Food Solutions, Türkiye

**Knorr Demi Glace**



### METHOD FOR CRUSTED FLANK STEAK

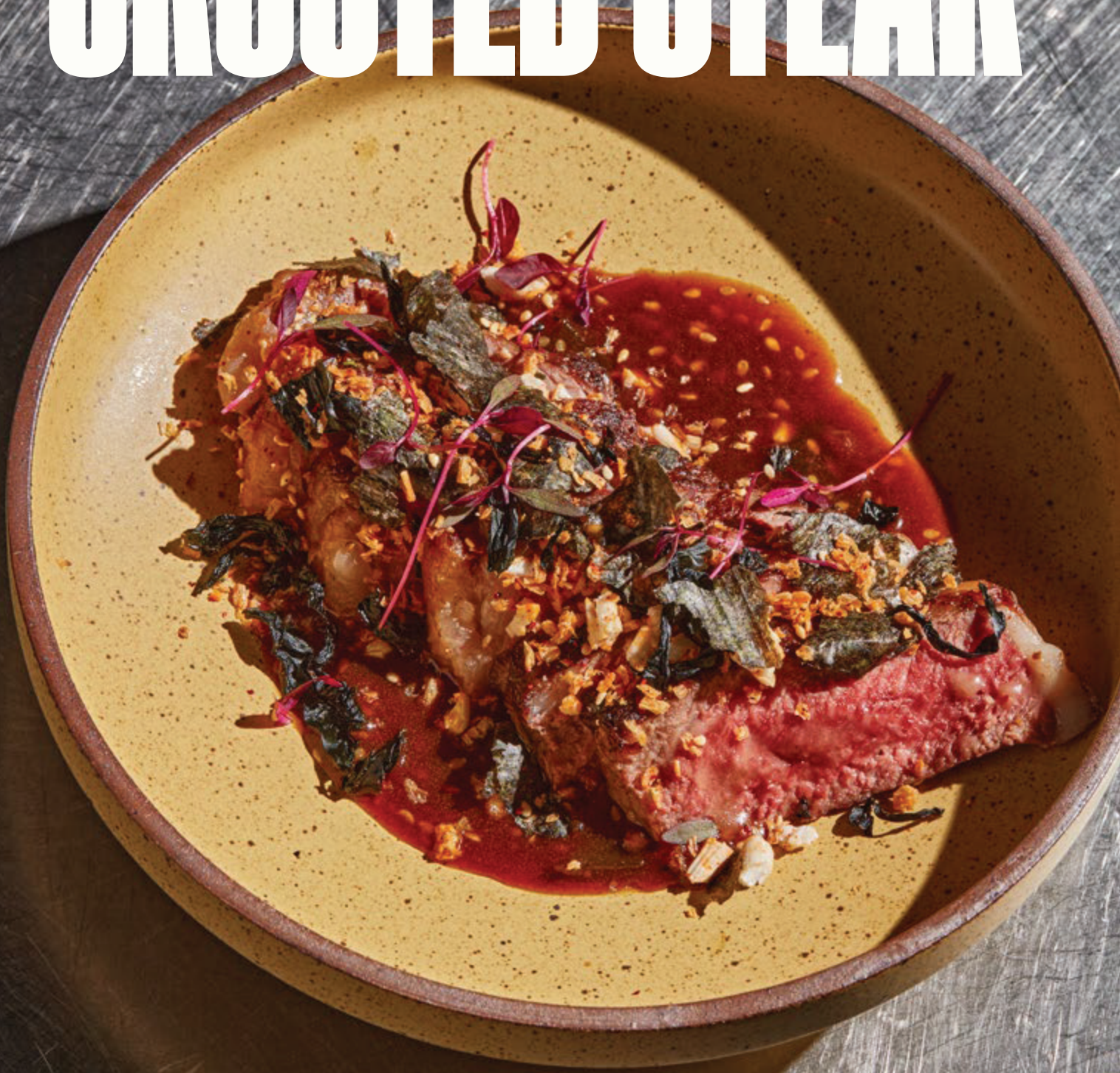
- 1 Sear the flank steak on both sides till golden brown and set to rest.
- 2 Prepare the crust.
- 3 Pre-roast the kataifi mixed with some oil in the oven for 5 minutes at 180 C. 4. Mix all ingredients for the crust and mix in the crispy kataifi as the last ingredient.
- 4 Put the crust on the flank steak and finish in the oven 200°C 10-15 min.

### METHOD FOR THE SAUCE

- 1 Sweat the sliced shallots in some oil or butter, do not brown.
- 2 Add the Knorr Demi Glace and let simmer for 10 minutes.
- 3 Add the umeboshi, tamarind, soy sauce.
- 4 Let it simmer some more.
- 5 Finish the sauce with the yuzu juice and zest, the shichimi togarashi and add the shredded Thai basil leaves at the end.
- 6 Mix the rest of the ingredients together.
- 7 Add this to the warm sauce and serve (optional add some balsamic vinegar for extra acidity).
- 8 Serve with thinly sliced parmesan and arugula.



# PANKO CRUSTED STEAK





# PANKO CRUSTED STEAK

BY **WESLEY BAY** AND **PINAR BALPINAR**

Here, a supple sirloin steak is served with a panko-based crust, adding a satisfying crunchy texture to the dish. Pushing the boundaries even further, the dish uses Southeast Asian flavors to add intrigue to a classic demi glace—soy sauce, ginger and chili bring a rounded savory warmth and aromatic heat to the dish while lime juice helps to brighten the rich sauce with acidity. In the crust, nori and sesame add a marine-style saltiness and roasted notes.

## INGREDIENTS

### Steak

2 kg Sirloin steaks (200 g each)  
18 g Salt  
5 g Black pepper  
20 g Olive oil

### Chili Ginger Demi Glace Sauce

75 g Knorr Demi Glace (powder)  
1 L Water  
100 g Kombu  
30 g Fresh ginger, grated  
40 g Red chili peppers, sliced

60 g Green onions, chopped  
25 g Brown sugar  
40 g **Knorr Double Umami Soy Sauce**  
10 g Lime juice

### Nori Sesame Panko Crust

80 g **Knorr Panko**  
5 g Nori sheets, shredded  
20 g White sesame seeds, toasted  
5 g Togarashi spice mix

Borderless Cuisine



### WESLEY BAY

Head Culinary Advisor  
Unilever Food Solutions, Belgium



### PINAR BALPINAR

Innovation and Marketing Chef  
Unilever Food Solutions, Türkiye

Knorr Demi Glace



### METHOD FOR STEAK

- 1 Season sirloin with salt and pepper.
- 2 Sear in a hot pan with olive oil until medium-rare (core 54–55 °C). Rest.

### METHOD FOR SAUCE

- 1 In a saucepan, whisk Knorr Demi Glace powder into 1 Liter water and bring to a gentle simmer.
- 2 Add the kombu and let it infuse over 15 minutes on low heat.
- 3 Strain the sauce through a fine sieve to remove the kombu.
- 4 Finely chop the strained kombu and set aside.
- 5 Return the strained sauce to the pan and add grated ginger, sliced red chili peppers, green onions, brown sugar, soy sauce and lime juice.
- 6 Simmer gently for 5–7 minutes until slightly thickened.
- 7 Strain and add the finely chopped kombu pieces.
- 8 Cook for 1–2 more minutes, then keep warm.

### METHOD FOR CRUST

- 1 Break dry noodles into small pieces and deep-fry them in hot oil (170–175 °C) until light golden and crispy. Drain on paper towels and cool completely.
- 2 In a bowl, combine Knorr Panko, shredded nori, toasted white sesame seeds, togarashi, and the fried noodle pieces.
- 3 Toast the mixture lightly in a dry pan over a medium heat for 2–3 minutes until aromatic and crisp. Set aside.
- 4 Brush steaks lightly with sauce, then sprinkle crust mix on top for texture.
- 5 Plate with sauce underneath, steak on top, crust visible.



# CRISPY POTATO LAYERS STEAK





# CRISPY POTATO LAYERS STEAK

BY **WESLEY BAY** AND **PINAR BALPINAR**

Inspired by the traditional Turkish çökörtme kebab, this dish reinterprets the classic combination of yogurt, tomato sauce and beef through a modern, global lens. By transforming local comfort flavors into refined textures — tender sous vide beef, smoky paprika demi glace, and crispy potato layers — it bridges tradition and innovation. The technique-driven approach replaces deep frying and sauteing with lighter, controlled cooking methods that enhance consistency and reduce waste.



## **WESLEY BAY**

Head Culinary Advisor  
Unilever Food Solutions, Belgium



## **PINAR BALPINAR**

Innovation and Marketing Chef  
Unilever Food Solutions, Türkiye

## **INGREDIENTS**

### **For The Beef**

2000 g Striploin steaks  
(200 g each), 2.0 kg  
5 g Black pepper,  
freshly ground  
200 g Onion juice

### **Layer For Searing**

150 g **Hellmann's  
Mayonnaise**  
150 g **Hellmann's  
Mustard**  
20 g Cumin

### **Crispy Potato Crust**

Potato, shredded into  
small pieces  
Oil for frying

### **Tomato Paprika Demi Glace Sauce**

75 g **Knorr Demi  
Glacé (Powder)**  
1L Water  
30 g Tomato paste  
5 g Smoked paprika  
10 g Garlic,  
finely chopped  
100 g **Hellmann's  
Ketchup**  
20 ml Apple  
cider vinegar

### **Lime Yogurt Mayo**

100 g **Hellmann's  
Mayonnaise**  
50 g Yogurt  
2 g Lime zest  
10 g Lime juice

**Knorr Demi Glace**



## METHOD

### STEAK

- 1 Season the striploin evenly with Knorr Aromat and black pepper.
- 2 Place the steaks into a sous vide bag and add the onion juice directly into the bag before sealing.
- 3 Vacuum-seal and cook at 54 °C for 1.5 hours (medium-rare).
- 4 Remove, pat dry thoroughly, and proceed with the glue layer and crust steps.

### LAYER FOR SEASONING

- 5 Whisk all ingredients until smooth.
- 6 Brush a thin layer over the surface of the cooked and dried steaks.
- 7 Heat a cast-iron pan or grill until very hot.
- 8 Sear the steaks on all sides for 1–2 minutes, until golden and caramelized.
- 9 Rest for 5 minutes, then slice against the grain into portions.

### CRISPY POTATO CRUST

- 10 Rinse shredded potatoes under cold water to remove excess starch and pat completely dry.

- 11 Deep-fry at 170 °C until golden brown and crispy.
- 12 Drain on paper towels and season lightly with salt. Set aside.

### TOMATO PAPRIKA DEMI GLACE

- 13 In a saucepan, whisk Knorr Demi Glace into water and bring to a gentle simmer.
- 14 Add tomato paste, smoked paprika, garlic, ketchup, and apple cider vinegar.
- 15 Simmer for 10–15 minutes until the sauce thickens slightly and develops a glossy finish.
- 16 Strain if desired and keep warm for plating.
- 17 Whisk all ingredients until smooth.

### LIME YOGURT MAYO

- 18 Spoon Tomato–Paprika Demi Glace onto the base of the plate.
- 19 Arrange sliced seared striploin attractively on top of the sauce.
- 20 Generously sprinkle the crispy potato over the meat for texture and visual contrast.
- 21 Add a dot of lime mayo for brightness.



# 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

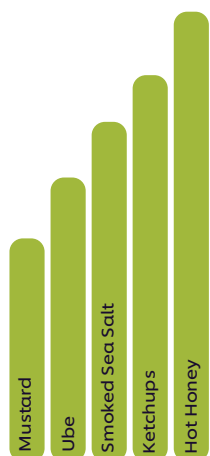
Boba, espresso, maple, beetroot.



**KEY** ■ Trending ■ Emerging

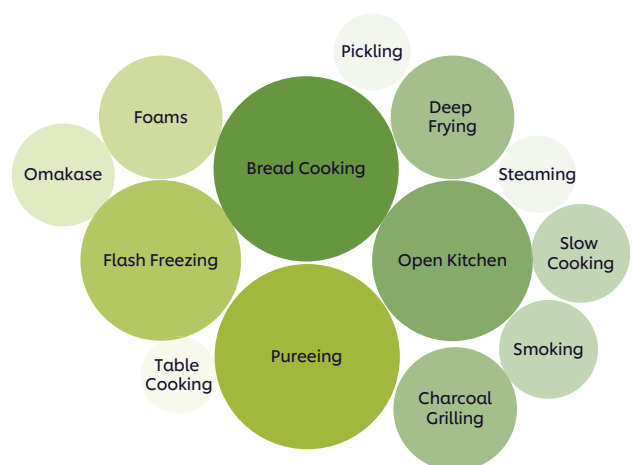
## TRENDING INGREDIENTS

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.



# FLANK STEAK SANDWICH WITH BONE MARROW PRUNES GRAVY & CHIMICHURRI





# FLANK STEAK SANDWICH WITH BONE MARROW PRUNES GRAVY & CHIMICHURRI

BY YOMNA KHEDR

## Description:

In this dish, a classic steak sandwich is elevated through layers of rich, bold flavors and contrasting textures.

The flank steak is slow-cooked sous vide to preserve its tenderness and juiciness, then seared to develop a deep caramelized crust. This richness is complemented by roasted bone marrow, adding depth and a buttery intensity, while the baladi bread absorbs its flavor before being grilled to a crisp finish.

A smooth prunes gravy introduces a subtle sweetness and velvety texture, balanced by the freshness and acidity of cilantro chimichurri. Crispy fried onions add the final crunch, creating a multi-dimensional sandwich that blends comfort with refined technique.

## Flank Steak

1 pc Flank steak  
Olive oil  
1 Garlic clove  
Salt & pepper  
Rosemary  
**Bone Marrow**  
1 pc Bone marrow  
Salt & pepper  
1 tsp Brown sugar

## Bread

2 pcs Baladi bread  
Bone marrow drippings  
1 tsp Dukkah

## Prunes Gravy

1 tbsp Butter  
1 tsp Garlic  
150 g Prunes  
3 cups Water  
2 tsp Demi-glaze  
2 tsp Beef stock

## Fried Onions

1 Onion  
1 tbsp Cornstarch  
Salt

## Cilantro Chimichurri

1 cup Fresh cilantro  
1 cup Fresh parsley  
3 Garlic cloves  
¼ Small red onion  
2 tsp Red pepper flakes  
2 tbsp Red grape vinegar  
1 cup Olive oil  
Salt & pepper

## Garnish

Chives  
Arugula microgreens

## Method

### 1 Flank Steak

Season the flank steak well with salt and pepper. Place in a vacuum bag with garlic, olive oil, and rosemary. Cook sous vide at 55°C for 3 hours. Remove and shock in an ice bath, then sear in a hot pan on both sides until caramelized. Slice before serving.

### 2 Bone Marrow

Season with salt and pepper. Bake in a preheated oven at 180°C for 10 minutes. Sprinkle brown sugar on top and brûlée using a torch until caramelized.

### 3 Bread

Drizzle the baladi bread with the rendered bone marrow. Sprinkle with dukkah and grill on both sides until crisp.

### Prunes Gravy

Sauté the prunes in butter, then add garlic and water. Add beef stock and demi-glaze and let simmer. Blend until smooth and creamy.

### 5 Fried Onions

Coat the sliced onions with cornstarch and a pinch of salt. Deep fry until golden and crispy.

### 6 Cilantro Chimichurri

Blend all ingredients together until combined but still slightly textured.

### 7 Assembly

Place the grilled bread as a base. Top with sliced flank steak. Add prunes gravy and chimichurri. Finish with crispy fried onions. Serve with the brûléed bone marrow on the side. Garnish with chives and arugula microgreens.



**YOMNA KHEDR**  
Executive Chef  
& Owner of Lokali



**Knorr Demi Glaze**

# 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.

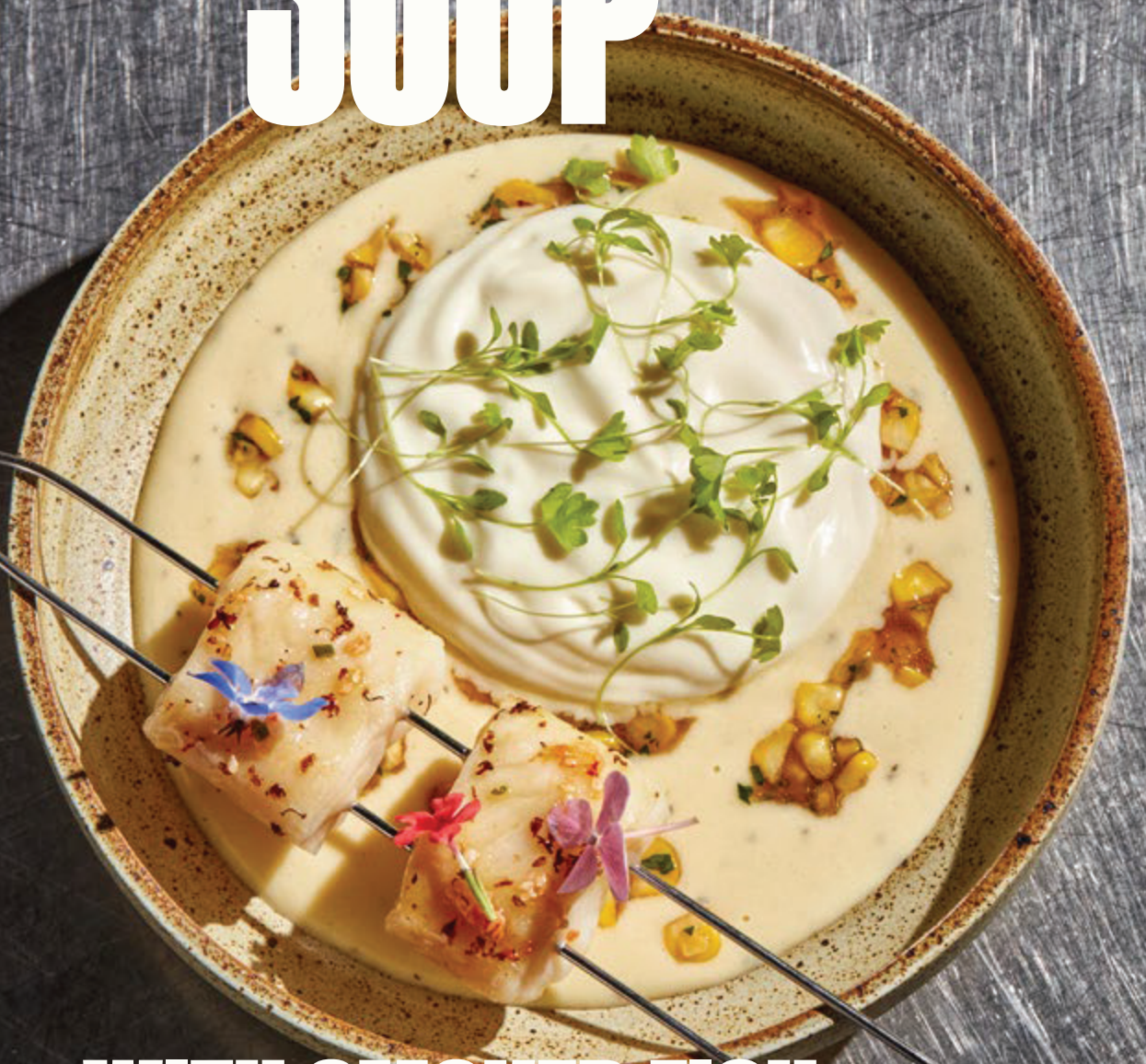
**James Brown,**  
Executive Chef (UK)

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.

# AIRY POTATO SOUP



WITH SMOKED FISH  
AND WASABI



# AIRY POTATO SOUP WITH SMOKED FISH AND WASABI

BY **FRANK JACOBSEN, ERIC CHUA AND BENSON XIE**

Inspired by chef Frank's grandmother's potato soup, this reimagined version layers a silky potato puree base with a light foam created in a siphon. Inside are corn kernels roasted in brown butter and olive oil, then glazed with liquid smoke for sweetness and depth. On the side, skewers of white fish are marinated in sesame oil and black garlic before being grilled for a charred finish. A hint of wasabi gives the hint a kick, while fresh lemon thyme adds a final aromatic lift, an elegant tribute to a family memory, refined with modern technique.



**FRANK JACOBSEN**  
Lead Chef and Culinary Advisor, Unilever Food Solutions, Denmark



**ERIC CHUA**  
Executive Chef and Future Platform Chef Lead, Unilever Food Solutions, South East Asia



**BENSON XIE**  
Chef Lead, E-Platform China

## INGREDIENTS

1600 ml Water	300 g Sweetcorn
4 g <b>Knorr Vegetable Powder Bouillon</b>	10 g Olive oil
250 g <b>Knorr Granulated Potato Powder</b>	50 g Salted butter
6 g Onion powder	10 g <b>Knorr Primerba Thyme</b>
3 g Wasabi powder	10 g <b>Knorr Intense Liquid Smoke</b>
500 g White fish filet	20 g Lemon thyme, fresh
25 g Sesame oil	Salt
10 g Black garlic	Pepper
120 ml Cream, 38% fat	

## METHOD

- 1 Boil the water and add the vegetable bouillon and onion powder, then add the potato flakes and make a base potato soup. Adjust with water if the consistency is not right. Taste with salt and pepper. Take one third of the soup and add cream, wasabi and xanthan gum, blend and put it in a chiffon.
- 2 Add Knorr Primerba Thyme to the other two thirds of the soup and taste with salt and pepper.
- 3 Roast the corn in a combination of lightly brown butter and olive oil and glaze the corn with a little bit of liquid smoke. Marinate the white fish with sesame oil and black garlic. Put it on skewers and grill the fish.
- 4 Make a bottom of pure soup, add the smoked corn, top off with potato foam from the siphon and fresh lemon thyme. Serve the fish skewers on the side.

**Knorr Granulated  
Potato Powder**



# SUSHI AND TEA SOUP





# SUSHI AND TEA SOUP

BY **FRANK JACOBSEN, ERIC CHUA AND BENSON XIE**

This dish was inspired by Chef Frank’s daughter and her friends, who once came over and excitedly chanted “sushi! sushi!” before dinner. He began to wonder, could sushi be reimagined as a soup? That idea led to a playful yet deeply nourishing creation, built on a collagen-rich bouillon of veal and chicken. Sweet tiger shrimp and tangy kimchi provide bold flavor and textural contrast, while crispy sushi rice adds a satisfying toasted crunch. Dark leafy greens bring a briny, nourishing depth that pairs perfectly with the rich umami of soy sauce. In a whimsical twist, the soup is served in a teapot, allowing the hot broth to draw out keratin from the herbs and enhancing the aromatic experience.



**FRANK JACOBSEN**  
Lead Chef and Culinary Advisor, Unilever Food Solutions, Denmark



**ERIC CHUA**  
Executive Chef and Future Platform Chef Lead, Unilever Food Solutions, South East Asia



**BENSON XIE**  
Chef Lead, E-Platform China

## INGREDIENTS

100 g Sushi rice	100 g Green baby kale
30 ml Soy sauce	50 g <b>Knorr Chicken Bouillon Paste</b>
30 ml Rice vinegar	30 g <b>Knorr Veal Bouillon Paste</b>
30 ml Honey	15 g <b>Primerba Garlic Paste</b>
350 g Carrot	20 ml Sesame oil
250 g Parsley roots	20 g Sesame seeds
25 g Fresh parsley	2000 ml Water
25 g Fresh coriander	
15 Fresh thyme	<b>Tools</b>
150 g Tiger shrimp (12pcs)	See through press down teapot (2 units)
200 g Wakame seaweed	

## METHOD

- 1 Steam the sushi rice and add the umami and mirin. Cool down and press the rice portion size, in a round form. Fry golden on a pan.
- 2 Peel and finely cut the carrots and parsley root into thin slices and dry them in a dehydrator.
- 3 Boil 2 liters of water and add the chicken and veal bouillon. Season to taste the soup with the soy sauce.
- 4 Gently glaze the baby kale with the garlic paste and mix it with the wakame seaweed and sesame oil.
- 5 Stir-fry the shrimps.
- 6 Add all the dried vegetables to the teapot together with the fresh parsley, fresh coriander and fresh thyme. Pour over the steaming hot chicken/veal bouillon. Let it sit and drain the flavors and push the teapot down.
- 7 Serve in a bowl with the rice cake, the shrimps and seaweed salad. Sprinkle with kimchi sesame and pour the soup.

**Knorr Chicken Bouillon Paste**



# MUSHROOM AND BLACK GARLIC TORTELLINI



IN A CHEESE SOUP  
WITH APPLE SALSA



# MUSHROOM AND BLACK GARLIC TORTELLINI IN A CHEESE SOUP WITH APPLE SALSA

BY **FRANK JACOBSEN, ERIC CHUA AND BENSON XIE**

The humble inspiration for this dish is a comforting mac and cheese. A cheese soup is the heart of the dish – using a silky and creamy cheese sauce with added umami from chicken stock and aged hard cheese, emulsified into a glossy soup. This holds freshly made mushroom and black garlic tortellini, bringing earthy flavors as well as a touch of warmth and acidity to cut through the cheese. Breadcrumbs are also added to the tortellini for texture, and to reference a traditional mac and cheese. This warming dish is then garnished with a vibrant aromatic truffle oil and acidic fresh apple salsa, elevating the senses.



**FRANK JACOBSEN**  
Lead Chef and Culinary Advisor, Unilever Food Solutions, Denmark



**ERIC CHUA**  
Executive Chef and Future Platform Chef Lead, Unilever Food Solutions, South East Asia



**BENSON XIE**  
Chef Lead, E-Platform China

## INGREDIENTS (5 portions)

<b>Fresh Pasta Dough</b>	30 g Olive oil
400 g Tipo 00-Wheat flour	3 g Truffle oil
2 Whole eggs	25 g <b>Knorr Concentrated Liquid Mushroom Fond</b>
4 Egg yolk	1000ml <b>Knorr Wet Cheese Tetra Sauce</b>
6 gm Fine salt	75 g Aged parmesan cheese
<b>Tortellini Filling</b>	25 g <b>Knorr Chicken Bouillon</b>
150 g Dried shiitake mushrooms, soaked	80 g Fresh apples
250 g Fresh mushroom mix	10 g Fresh green herbs
5 g Black garlic	20 g Lemon juice
20 g Chopped chives	400 ml Water
50 g Breadcrumbs	

## METHOD

- 1 For the fresh pasta dough mix the ingredients together until smooth, then put in the fridge and let it rest for at least 3 hours.
- 2 Chop the mushrooms and black garlic and fry in olive oil until lightly golden, then glaze in the mushroom fond. Add chives and breadcrumbs and leave to cool, season with salt to taste and Szechuan pepper as an option.
- 3 Roll out the pasta dough and make tortelloni dumplings with the mushroom filling. Boil in lightly salted water.
- 4 Heat up the cheese sauce, and adjust the consistency with water/chicken bouillon. Blend in the aged cheese with a mixer and adjust the taste to your liking.
- 5 Cut the apples into small cubes and marinate with the fresh herbs, citrus juice and truffle oil.
- 6 Serve the dumplings in the cheese soup and top with fresh apple "salsa".

**Knorr Concentrated Liquid Mushroom Fond**



# **WATERMELON 'TUNA' ZEN BOWL**



**WITH SWEET SOUR  
CHILI HONEY DRESSING**



## WATERMELON 'TUNA' ZEN BOWL WITH SWEET SOUR CHILI HONEY DRESSING

BY **FRANK JACOBSEN, ERIC CHUA AND BENSON XIE**

Inspired by the red tuna tataki dishes of Japan, this salad recipe has a pungent, umami-heavy, aromatic marinade which fresh watermelon and green squash are marinated in, to transform their flavor into something sweet as well as savory. From there, two dressings are made to add texture and additional flavor profiles: one uses honey, ginger, and sweet chili sauce to bring sweetness and a hint of warmth, while the second is more umami-based and sour. The latter, which is a thicker dressing, provides additional texture. Fresh leaves are also added for a satisfying crunch.

### INGREDIENTS (5 portions)

800 g Watermelon cubes	<b>Sweet Sour Chili Honey Dressing</b>
800 g Green squash, grilled	125 g <b>Sunshine Sweet Chili Sauce</b>
150 g Mixed baby salad and green kale	150 g <b>Hellmann's Mayonnaise</b>
30 ml Fish sauce	10 g Sesame oil
75 g Micro cress	25 g Toasted sesame seeds
10 g Sesame seeds	25 g Fish sauce
20 ml Sesame oil	
20 ml Olive oil	
20 ml Honey	

### METHOD

- 1 Mix the fish sauce, honey, olive oil and sesame oil together to make a marinade.
- 2 Place the watermelon cubes in the marinade together with the grilled green squash.
- 3 Serve the watermelon and squash in a bowl together with the mixed baby salad with lots of green kale and micro cress.
- 4 Top with the sesame seeds.
- 5 Serve with the dressings on the side.



**FRANK JACOBSEN**  
Lead Chef and Culinary Advisor, Unilever Food Solutions, Denmark



**ERIC CHUA**  
Executive Chef and Future Platform Chef Lead, Unilever Food Solutions, South East Asia



**BENSON XIE**  
Chef Lead, E-Platform China

### Hellmann's Mayonnaise

Hellmann's Mayonnaise delivers the rich, creamy taste that chefs and customers know and love.



# KOJI UMAMI BOWL



**WITH SWEET  
POTATO AND GREENS**



# KOJI UMAMI BOWL WITH SWEET POTATO AND GREENS

BY **FRANK JACOBSEN, ERIC CHUA AND BENSON XIE**

Taking inspiration from poke bowls and using Japanese methods of preparation, this dish is a mix of textures from chewy grains through to a syrupy honey, silky tofu and a variety of crunchy pickled vegetables. The pickled elements bring a sharp sourness which is balanced through sweet goji berries, sweet potato, and a sweet and umami-rich dressing of shio koji and five spice. The cooked grains add a deep savory element and nourishing feel to the dish.



**FRANK JACOBSEN**  
Lead Chef and Culinary Advisor, Unilever Food Solutions, Denmark



**ERIC CHUA**  
Executive Chef and Future Platform Chef Lead, Unilever Food Solutions, South East Asia



**BENSON XIE**  
Chef Lead, E-Platform China

## INGREDIENTS

600 g Black rice, cooked	<b>Dressing</b>
300 g Barley, cooked	250 g <b>Hellmann's Mayonnaise</b>
500 g Sweet potato cubes	25 g Shio koji sauce
300 g Soft tofu cubes	10 g Sweet soy sauce
250 g Daikon cubes	20 g Honey
50 g Goji berries	1 g Five spice powder
10 g Rice vinegar	
10 g Five spice powder	
25 g Olive oil	

## METHOD

- 1 Mix the rice vinegar with the honey. Pickle the daikon cubes in the marinade overnight.
- 2 Roast the sweet potato cubes gently in olive oil – add the five spice at the end of the roasting.
- 3 Mix black rice, barley, sweet potato, baby kale, tofu cubes, pickled daikon cubes and goji berries into a salad.
- 4 Top it off with toasted sesame seeds and watercress. Serve the dressing on the side.

## Hellmann's Mayonnaise

Hellmann's Mayonnaise delivers the rich, creamy taste that chefs and customers know and love.





# BARLEY GREENS BOWL

WITH MATCHA YUZU DRESSING



# BARLEY GREENS BOWL WITH MATCHA YUZU DRESSING

BY **FRANK JACOBSEN, ERIC CHUA AND BENSON XIE**

Matcha is used in this recipe to bring an earthy, grassy element to a hearty salad using a variety of Japanese-centered ingredients. The base of the salad is cooked barley, which is nutty and has a satisfying bite. A traditional green salad complements this with fresh crisp leaves. Additions include soft tofu for a silky tender mouthfeel, along with roasted shiitake mushrooms, which add a meatiness to the dish. Cucumber ribbons offset this with freshness. Two dressings are added, one uses yuzu and honey to bring citrus and sweetness, the other brings black garlic and soy to add sour savoriness, resulting in a well-balanced and satisfying dish.

## INGREDIENTS

900 g Barley, cooked  
250 g Mesclun green salad  
500 g Soft tofu cubes  
450 g Roasted shiitake mushrooms  
100 g Goji berries  
250 g Cucumber ribbons  
30 g Perilla / green mint  
5 g Matcha powder

## Dressing

400 g **Hellmann's Mayonnaise**  
50 ml Yuzu juice  
25 ml Rice vinegar  
5 g Matcha powder  
20 g Honey

## METHOD

- 1 Mix all the ingredients together to make a salad. Top off with a sprinkle of matcha.
- 2 Serve with the dressing on the side.



**FRANK JACOBSEN**  
Lead Chef and Culinary Advisor, Unilever Food Solutions, Denmark



**ERIC CHUA**  
Executive Chef and Future Platform Chef Lead, Unilever Food Solutions, South East Asia



**BENSON XIE**  
Chef Lead, E-Platform China

## Hellmann's Mayonnaise

Hellmann's Mayonnaise delivers the rich, creamy taste that chefs and customers know and love.



# SHUNDE-INSPIRED CHICKEN AND DETOX



# GREENS BOWL



# SHUNDE-INSPIRED CHICKEN AND DETOX GREENS BOWL

BY **FRANK JACOBSEN, ERIC CHUA AND BENSON XIE**

This chicken-based salad is built using flavors and ingredients from the Shunde region of China. Oyster sauce and soy sauce combine to bring a deep and slightly sweet flavor to the dish, which is complemented with the saltiness of chicken powder and sweetness of honey. Rice vinegar is added to bring acidity. A salad base of lime leaves, coriander, onion, carrot, leek, and red pepper brings crunchy textures, sweetness and aromatics while crispy potatoes are added for a firmer texture. Ginger, spring onion, and peanut oil are also added to the dressing to bring warmth and aroma.

## INGREDIENTS (per portion)

150g Shredded chicken meat	<b>Vinaigrette Base</b>
20g Kaffir lime leaves	15g Knorr Oyster Sauce
8g Potato, shredded	5g Knorr Chicken Powder
7g Coriander cress	15g Honey
30g Onion, shredded	30g Rice vinegar
20g Carrot, shredded	50g Knorr Double Soy Sauce
20g Leek, shredded	8g Dark soy sauce
20g Red pepper, shredded	<b>Cantonese Green Onion And Ginger Vinaigrette</b>
<b>Spring Onion And Ginger Paste</b>	30g Spring onion and ginger paste
125g Ginger puree	60g Vinaigrette base from above
30g Spring onion	
180g Peanut oil	

## METHOD

- 1 Stir-fry the minced ginger puree and spring onion in peanut oil until fragrant.
- 2 Make the vinaigrette base then mix in the spring onion and ginger paste.
- 3 Blanch the chicken and tear it into shreds, then shred the potatoes and fry until golden brown.
- 4 Arrange the ingredients and serve with the vinaigrette.



**FRANK JACOBSEN**  
Lead Chef and Culinary Advisor, Unilever Food Solutions, Denmark



**ERIC CHUA**  
Executive Chef and Future Platform Chef Lead, Unilever Food Solutions, South East Asia



**BENSON XIE**  
Chef Lead, E-Platform China

## Knorr Double Soy Sauce



# CHILLED BEEF AND VEGGIE BOWL



WITH MALA VINAIGRETTE



# CHILLED BEEF AND VEGGIE BOWL WITH MALA VINAIGRETTE

BY **FRANK JACOBSEN, ERIC CHUA AND BENSON XIE**

Cold finely sliced beef shank is a staple within many cuisines—here it is used as the body of a salad that is full of vibrant textures and flavors. The base of the salad is bitter and peppery leaves, aromatic fresh herbs, toasty fried peanuts, spicy chili, and sweet sliced vegetables. This is accompanied by a soy sauce seasoned with aromatic and earthy spices, to add a roundedness to the umami; a chili oil vinaigrette containing Sichuan, garlic and lime among other ingredients also provides heat and an acidic citrusy finish to the dish.

## INGREDIENTS

150 g Beef shank, cooked and sliced	0.5 g Bay leaves
35 g Mesclun green salad	2.5 g Cumin
8 g Onion, sliced	20 g Rock sugar
8 g Purple cabbage, sliced	<b>Chili Oil Vinaigrette</b>
5 g Coriander	40 g Garlic water
20 g Cucumber, sliced	80 gm garlic + 100 gm water blend
15 g Celery leaves	100 g Seasoned soy sauce from above
4 g Red chili, sliced	10 g <b>Knorr Mala Liquid Seasoning</b>
3 g Basil	60 g Chili oil
10 g Fried peanuts	100 g Water
4 pcs Fried lotus roots	8 g <b>Knorr Chicken Powder</b>
75 g Chili oil vinaigrette from below	40 g Sugar
<b>Seasoned Soy Sauce</b>	10 g <b>Knorr Lime Powder</b> + 20 gm water
300 g <b>Knorr Double Soy Sauce</b>	
1.5 g Star anise	
1.5 g Cinnamon	

## METHOD

- 1 Make seasoned soy sauce according to the proportions.
- 2 Mix all the ingredients required for chili oil vinaigrette.
- 3 Put spring onions and ginger on the beef tendon meat, steam for 1.5 hours and cool for later use.
- 4 Plate the required ingredients with chili oil vinaigrette.



**FRANK JACOBSEN**  
Lead Chef and Culinary Advisor, Unilever Food Solutions, Denmark



**ERIC CHUA**  
Executive Chef and Future Platform Chef Lead, Unilever Food Solutions, South East Asia



**BENSON XIE**  
Chef Lead, E-Platform China

**Knorr Double Soy Sauce**



# 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 straightforward 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.



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