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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.

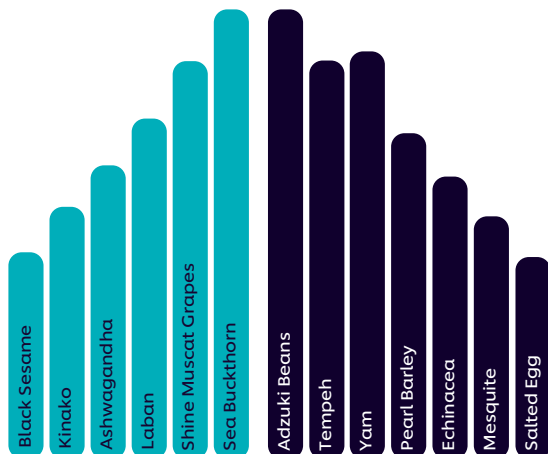
Andean
A range from Colombia, Ecuador, Peru, Bolivia, Argentina and Chile.



KEY ■ Trending ■ Emerging

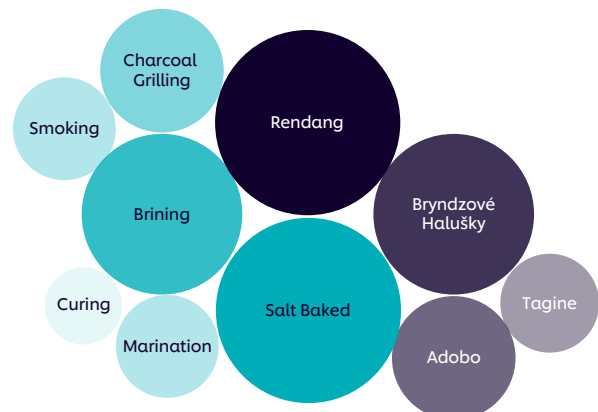
TRENDING AND EMERGING INGREDIENTS

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.



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.



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CHRIS ZHONG
Senior Chef Consultant
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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!



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INGREDIENTS

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

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.



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INGREDIENTS

Fried Chicken

500g Boneless chicken, cut into bite-sized pieces
5g **Knorr Chicken Powder**
20g **Best Foods Real Mayonnaise**
2g Black pepper
15 ml Rice wine
15 ml Soy sauce
5 ml 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.



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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



PORCINI CHICKEN



WITH SALAD DRESSING



PORCINI CHICKEN WITH SALAD DRESSING

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

Roasted chicken provides an umami-heavy and sweet-tasting centerpiece. Here, this is elevated with the help of a marinade using earthy porcini mushrooms, the raw heat of garlic, and the fiery warmth of ginger, as well as chicken powder for more savoriness. This is served with a dressing utilizing sweet flavors and more porcini to balance this with the earthy intentions of the dish.



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INGREDIENTS

800g Chicken thighs	5g Sugar
12g Knorr Chicken Powder	30 ml Water
50g Knorr Porcini Mushroom Sauce	200g Best Foods Salad Dressing
100g Best Foods Salad Dressing	20g Knorr Porcini Mushroom Sauce
2g Ginger, sliced	20 ml Water
4g Garlic	
Ground white pepper, to taste	

METHOD

- 1 Marinate chicken in salad dressing.
- 2 Mix all ingredients well and marinate the chicken for at least 2 hours.
- 3 Place the marinated chicken on a roasting pan.
- 4 Mix the top coating ingredient then pour on the top.
- 5 Roast in a pre-heated oven or deep fried in a deep fryer until golden brown.

**Best Foods
Salad Dressing**



BRAISED PORK BELLY



WITH FERMENTED BEAN
CURD SAUCE



BRAISED PORK BELLY WITH FERMENTED BEAN CURD SAUCE

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

Braised pork belly with a crisp exterior provides an exemplary contrast of textures: thick melt-in-the-mouth meat meets a thin crisp skin. Simple and perfect. This celebration of reduced umami flavors is cut with fragrant ginger, scallions and sweet-sour Shaoxing wine. A fermented bean curd sauce is plated beneath the pork, bringing a lightly funky tang along with lots of sweetness and citrus—resulting in a sweet-sour dish, with deep umami at its heart.



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INGREDIENTS

500g Pork belly
20g Sweet peas
10g Pea shoots
20g Scallion segments
20g Ginger, sliced

Fermented Bean Curd Sauce
50g **Knorr Hoisin Sauce**
100g Fermented bean curd sauce
50g Rock sugar
50g Cooking wine
5g **Knorr Chicken Powder**
5g Salt

METHOD

- 1 Scorch the pork belly skin with a torch to remove bristles, then steam with scallions, ginger, and cooking wine for 40 minutes.
- 2 Press under a weight, refrigerate for 2 hours, and cut into 10cm (4-inch) squares. Lightly score the lean meat in a crisscross pattern.
- 3 Saute aromatics in oil, add pork belly, deglaze with cooking wine, then pour in the fermented bean curd sauce mixture, 1 can of Sprite, and 1000g water. Simmer, covered for 2 hours.
- 4 Plate the pork, drizzle with reduced sauce, and garnish with blanched side ingredients.

Knorr Hoisin Sauce



STEAMED PORK BELLY



WITH PRESERVED
MUSTARD GREENS



STEAMED PORK BELLY WITH PRESERVED MUSTARD GREENS

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

Preserved mustard greens bring a leafiness texturally as well as sweetness and a distinctive brine-saltiness, which complements the umami-heavy pork belly and its soft, meaty texture. Deep-frying the pork as well as steaming it also allows for caramelized parts with a firmer texture. The ginger and scallion bring a subtle warmth as well as a peppery flavor. Shaoxing wine balances the dish with a sweetness reminiscent of sherry.



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CHRIS ZHONG
Senior Chef Consultant
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INGREDIENTS

2 kg Center-cut pork belly	180 g Knorr Double Soy Sauce
500 g Preserved mustard greens	30 g Dark soy sauce
30 g Ginger slices	100 g Rock sugar
30 g Scallion segments	1500 g Water
30 g Shaoxing wine	
20 g Red yeast rice	

METHOD

- 1 Clean and steam the pork belly for 40 minutes. Prick the skin to release fat, deep-fry until golden, then soak in cold water.
- 2 Slice the pork, stir fry with aromatics, then braise with seasonings for 1 hour.
- 3 Soak the preserved greens, then steam for 1 hour, chop, and mix with 200 g braising liquid.
- 4 Layer pork and greens in a bowl, steam for 3 hours, then unmold onto a serving plate.

Knorr Double Soy Sauce



CRISPY TARO AND PORK BELLY



WITH A SCALLION CRUST



CRISPY TARO AND PORK BELLY WITH A SCALLION CRUST

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

Here, tender pork belly is braised until melt-in-your-mouth soft in a gravy of umami-rich flavors including soy sauce and chicken essence, as well as sea-salty abalone sauce. This sauce infuses with the pork, rendering the fat and reducing into a savory-sweet thick indulgent gravy. Sweet and nutty taro offers a firmer texture and helps to cut through the savoriness. Scallion crisps are garnished on top to add an aromatic fragrance and balance the textures of the dish with a crispy element.



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INGREDIENTS

1.5 kg Center-cut pork belly	400 g Knorr Abalone Sauce
500 g Half a taro	600 g Rock sugar
20 g Fried scallion crisps	6 L Water infused with red yeast rice
200 g Knorr Double Soy Sauce	
200 g Knorr Steamed Umami Soy Sauce	
50 g Knorr Chicken Essence Seasoning	

METHOD

- 1 Torch, steam, and press the pork belly. Cut into blocks, braise in spiced broth for 45 minutes, then freeze.
- 2 Layer taro and pork slices in a clay pot lined with bamboo leaves, add broth, and simmer until taro is tender. Garnish with scallion crisps.

Knorr Double Soy Sauce



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 wine 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.



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INGREDIENTS

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

METHOD

- 1 Marinate the chicken for 1 hour, then braise in a clay pot with Shaoxing wine (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.



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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

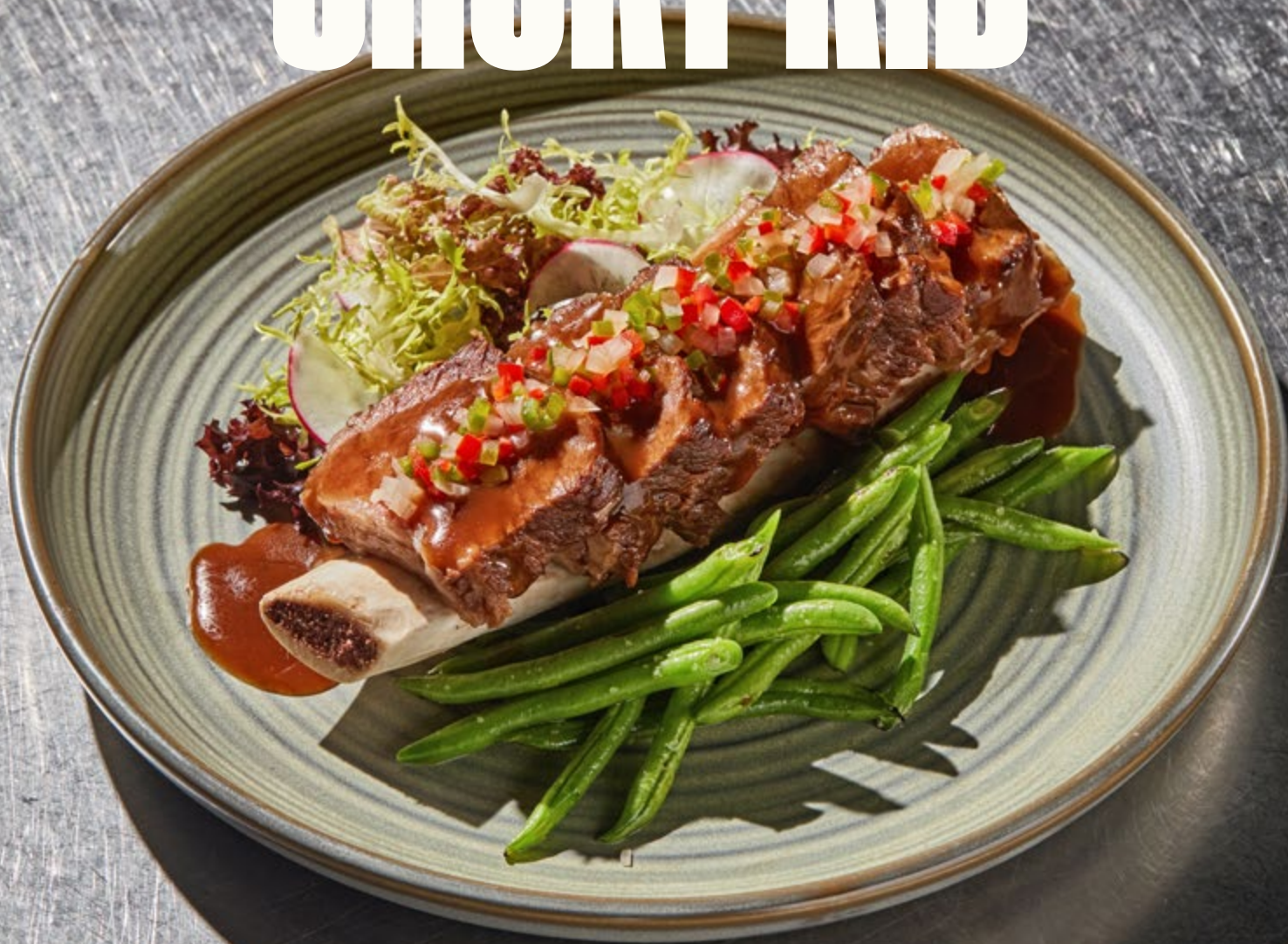
BLACK BEAN CHOCOLATE SAUCE

- 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
Braised Stock	50 g Ginger, sliced, deep fried
160 g Knorr Gourmet Brown Sauce	60 g Garlic, peeled, deep fried
12 g Knorr Beef Bouillon	Sweetened Rice Gravy
8 g Knorr Chicken Powder	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.



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**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.

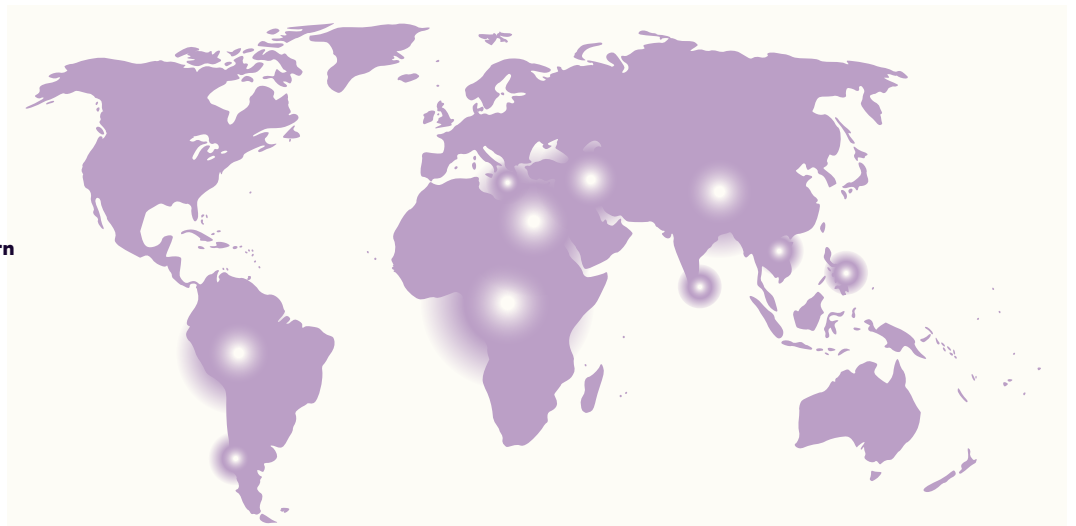
Technique-Driven Theater at Every Service Point—Street cooking methods (wok hei, spit roasting and skewer grilling) in open kitchens.

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.

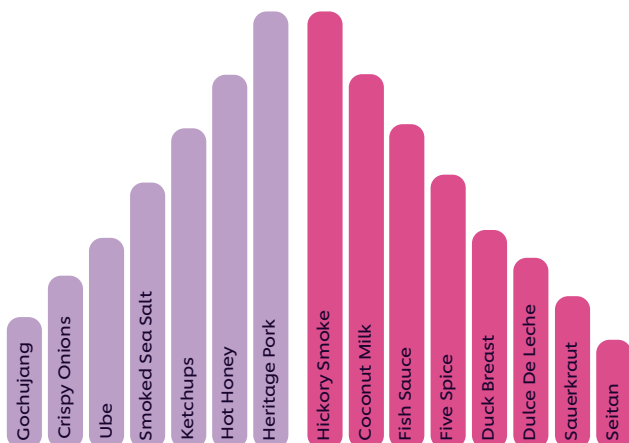
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KEY ■ Trending ■ Emerging

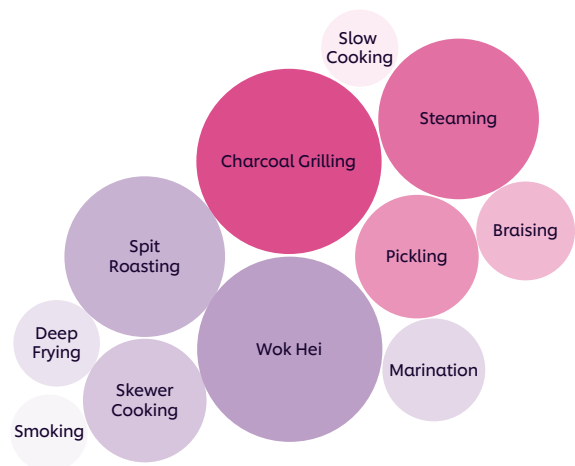
TRENDING AND EMERGING INGREDIENTS

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.

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.



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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
100 g Rice wine

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.



SAI OUA BURGER





SAI OUA BURGER

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

This burger showcases the sai oua sausages of Northern Thailand, Laos, and Myanmar as its star ingredient. The traditional fragrant and earthy flavors of lemongrass, kaffir lime leaves, and turmeric are blended into a sai oua curry paste and mixed with pork to form patties, echoing the signature taste of the original sausages. These patties are served between crispy, toasted rice buns, smeared with a Nam prik num mayo that adds a spicy, savory depth and ties the flavors together into a well-rounded Thai-style meal. A garnish of alfalfa, red onion, chilis, and coriander brings fresh heat, acidity, and a crisp textural contrast.



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INGREDIENTS

Northern Thai Pork Sausage Patties

400 g Minced pork
50 g Sai oua curry paste
20 g Lemongrass, chopped
4 g Kaffir lime leaves, chopped
2 g Turmeric powder
20 g **Knorr Stir-Fry Sauce**
4 g **Knorr Aroy Sure Pork Seasoning Powder**
60 g Vegetable oil for grilling

Nam Prik Num Mayo

70 g Nam prik num (roasted green chili dip)
2 g **Knorr Lime Powder**
5 g Parmesan cheese
2 g Ground black pepper
120 g **Best Foods Real Mayonnaise**

Rice Bun

480 g Cooked jasmine rice
5 g Sesame oil
5 g Light soy sauce
20 g Cornstarch

Garnish

40 g Vegetable oil for grilling
12 g Shallots, finely sliced
10 g Alfalfa sprouts
2 g Thai red chili, seedless, julienne
1 g Coriander leaves

Best Foods Real Mayonnaise

Best Foods Real Mayonnaise adds a lovely creamy texture to cold sauces, dressings, salads, sandwiches and dips. Try it for a delicately balanced flavor.



METHOD

- 1** For the Northern Thai pork sausage patties sai oua: Put all the ingredients into a mixing bowl. Mix until well-combined. Shape into burger pieces, around 100 grams each.
- 2** Set a pan or flat top griller over a medium heat, add cooking oil, and grill the sai oua sausage patties until fully cooked. Set aside.
- 3** For the nam prik num mayo: Add nam prik num, Knorr Lime Powder, parmesan cheese, black pepper, and Best Foods Real Mayonnaise to a blender. Blend until well-combined, then set aside.
- 4** For the rice burger: Mix steamed rice with cornstarch, sesame oil, and soy sauce until well-blended. Divide into 4 equal portions. Use a round mold (egg ring) to shape. Wrap and chill in the fridge for 30 minutes to firm up.
- 5** Heat cooking oil in a pan over medium heat. Fry rice buns for 1 minute per side. Flip once more and cook for 30 seconds until lightly charred.
- 6** To assemble the burger: Spread nam prik num mayo on the rice burger, followed by the grilled sai oua patty. Top with more nam prik num mayo. Garnish the burger with alfalfa sprouts, shallots, coriander leaves, and red chili.





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.



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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.



ASIAN PULLED PORK BURGER





ASIAN PULLED PORK BURGER

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

Pork is a staple across Southeast Asia, and this dish brings together the region's signature sweet, sour, savory, and spiced flavors to elevate sumptuous pulled pork into a new realm of taste, while preserving the familiar, well-loved textures of a classic burger. The pork is prepared in the traditional American style and served with slaw, but seasoned with Indonesian soy sauce, traditional soy sauce, and gochujang to create a deeply umami, spiced, and subtly sweet profile that nods to barbecue roots through Southeast Asian flavors. A rich kimchi mayo adds heat and depth to the bun, while coriander, sesame oil, mango, and lime juice lend the slaw bright, aromatic, and citrusy notes, cutting through the pork's richness with balance and texture.



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Hellmann's Mayonnaise

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



INGREDIENTS

Pulled Pork

750 g BBQ pulled pork
100 g **Bango Kecap Manis**
50 g Light soy sauce
40 g Gochujang
200 g Onion, sliced
20 g Vegetable oil

Asian Coleslaw

100 g Red cabbage, julienne
100 g Green mango (unripe), julienne
50 g Carrot, julienne
20 g Coriander leaves
40 ml Lime juice, prepared with **Knorr Lime Powder**
100 ml Sesame oil
20 g Light soy sauce
20 g Sugar

Kimchi Mayonnaise

200 g **Hellmann's Mayonnaise**
100 g Kimchi, finely chopped
20 g Fresh mint, finely chopped
10 g Toasted sesame seeds

Burger Assembly

12 Mini brioche buns with sesame seeds
100 g Curly green lettuce
60 g Kimchi for garnishing

METHOD

- 1 Prepare vinaigrette for coleslaw by mixing lime juice, soy sauce, sesame oil, and sugar together.
- 2 In another mixing bowl, add red cabbage, mango, carrot, and coriander leaves. Add vinaigrette and toss well.
- 3 Prepare kimchi mayonnaise by mixing all ingredients together until combined.
- 4 Prepare pulled pork by pan-frying the onion until golden brown. Add the pulled pork, Bango Kecap Manis, gochujang, and light soy sauce. Stir for a few minutes and adjust seasoning to taste.
- 5 To assemble the burger: Toast mini brioche buns. Spread kimchi mayonnaise on the buns, add curly green lettuce, pulled pork, Asian slaw, and kimchi. Top with the other half of the brioche 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.



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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

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 Red wine 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

FRIED PORK

INGREDIENTS

Chicharon

1000g Pork belly, skin on
15g Garlic
2 Bay leaves
10g Salt or **Knorr Chicken Powder**
5g Lime juice, prepared with **Knorr Lime Powder**
1 Lime zest, peel
Water to cover

Fried Garlic Pepper Pork Thai-Style

1000g Pork collar, cut into strips
40g **Knorr 3GLUR Ready-To-Use**
60g **Knorr Intense Stir-Fry Sauce**
10g **Knorr Aroy Sure All-In-One Seasoning Pork**
2g Ground black pepper
80g **Knorr Crispy Breading Mix**
30g Water
10g Cooking oil
120g Garlic, chopped and fried for topping

Pork Chops Tonkatsu

4 pcs Pork loin chops
5g **Knorr Aromat**
2g Ground black pepper
125g AP flour
2 Eggs, beaten
500g Panko breadcrumbs
5g White sesame seeds, toasted
200g Cabbage, sliced
20g Red radish, sliced
1 Lemon, cut into wedges

METHOD

CHICHARON

- 1 Cut pork belly into 2-inch strips and score the meat side.
- 2 Boil with garlic, bay leaves, lime, and salt for 40–50 minutes.
- 3 Once the water evaporates, continue cooking to render the fat.
- 4 Fry in its own fat until dark golden and bubbly.
- 5 Drain and serve with chimichurri.

FRIED GARLIC PEPPER PORK THAI-STYLE

- 1 Place the sliced pork in a bowl. Add Knorr 3GLUR Ready-To-Use, Knorr Intense Stir-Fry Sauce, Knorr Aroy Sure All-In-One Seasoning Pork, ground black pepper, and cooking oil.
- 2 Mix well and let it marinate for about an hour.
- 3 Add Knorr batter mix and water into the marinade bowl. Combine well.
- 4 Heat oil in a pan over medium heat. Fry the pork until golden brown on both sides. Remove and drain excess oil.
- 5 Fry the garlic until golden brown. Set aside for garnish.
- 6 Serve fried pork with fried garlic, steamed sticky rice, and nam jim jaew dipping sauce.

PORK CHOPS TONKATSU

- 1 Season pork loin chop with Knorr Aromat and ground black pepper.
- 2 Breading: Mix flour with beaten egg and cold water into a thick batter, dip the pork coat with panko and sesame seeds.
- 3 Heat oil to 170–180°C. Fry each cutlet for 3–4 minutes per side until golden brown and crispy.
- 4 Let rest on a wire rack or paper towel to drain excess oil.
- 5 Slice into strips then serve with shredded cabbage, red radish, lemon wedges and micro greens.

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 Red wine 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.

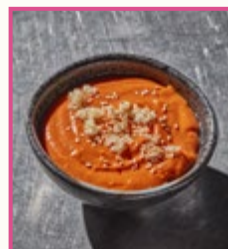
- 1 Combine the Knorr Concentrated Tamarind Sauce, fish sauce, palm sugar, water and Knorr Lime Powder.
- 2 Add the ground rice, dried chili powder, spring onion, shallots and fitweed leaves to the sauce.
- 3 Mix well and serve with fried meat or grilled meat.



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.

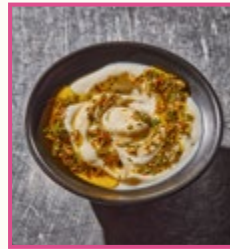
- 1 Combine all ingredients together and season to taste.
- 2 Garnish with sliced garlic, sesame seeds, and spring onion.



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, red wine 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.”



Find out more at [ufs.com](https://www.ufs.com)

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

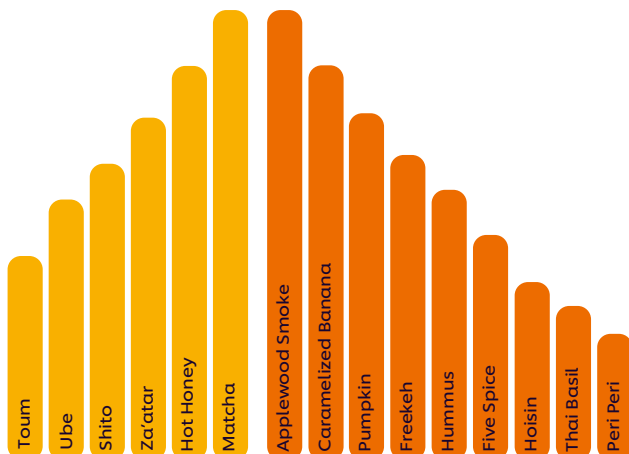
From the Southwestern Chinese province.



KEY ■ Trending ■ Emerging

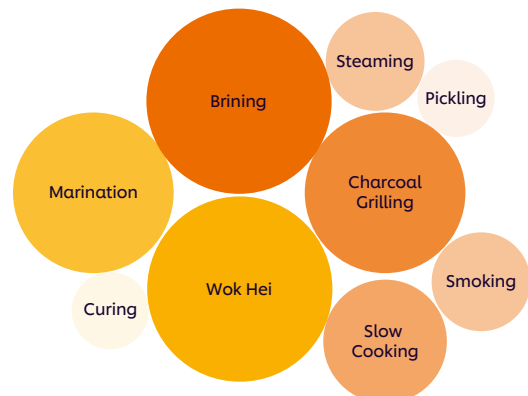
TRENDING AND EMERGING INGREDIENTS

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.

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.



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Head Culinary Advisor
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Innovation and Marketing Chef
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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.



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INGREDIENTS

- | | |
|------------------------------------------------------------------------|----------------------------------------------------------|
| 1.2 kg Grilled chicken filet or grilled chicken thigh cooked sous vide | 400 ml Hellmann's Mayonnaise |
| Pickled Vegetables | 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 |
| Kaffir Lime Mayo | 1 Bunch cilantro |
| 5 pcs Kaffir lime leaves | 150 g Hellmann's Mayonnaise 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.



CARROZZA MELT

VOL. 2





CARROZZA MELT VOL.2

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

The carrozza is an overlooked classic from Campania, also popular in New York, a deep-fried, mozzarella-filled twist on the grilled cheese sandwich. This elevated version combines mild, stretchy mozzarella with Spanish manchego for a nutty, fresh depth, complemented by sweet red peppers, grassy oregano, and rich, spiced chorizo. Pickled cucumbers add a bright, balancing contrast. The bread carries a Spanish influence through a romesco-inspired aioli made with sweet peppers, nutty almonds, pungent garlic, smoky paprika, and a touch of acidity. It's coated in a crumb mixture before deep-frying, ensuring maximum crunch with every bite.



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INGREDIENTS (10 portions)

400 g Mozzarella	Crispy Coating
200 g Hellmann's Mayonnaise	200 g Knorr Crispy Coating Mix
5 g Oregano	150 g Knorr Panko
300 g Manchego cheese	100 ml Water
400 g Chorizo, sliced	Romesco Aioli
150 g Cucumber pickles, sliced	250 g Hellmann's Mayonnaise
200 g Roasted red pepper, strips	100 g Roasted red pepper puree
20 g White sandwich bread	50 g Almonds, ground/paste
	5 g Garlic, grated
	10 ml Vinegar, sherry or apple
	50 g Sugar
	1 g Smoked paprika

METHOD

- 1 Assemble the sandwich.
- 2 Spread romesco aioli on each bread slice.
- 3 Layer mozzarella, manchego, chorizo, roasted red pepper, and pickles.
- 4 Close with a second bread slice.
- 5 Dredge the sandwich in Knorr Crispy Coating Mix.
- 6 Roll in Knorr Panko for extra crunch.
- 7 Pan-fry or deep-fry at 170°C until golden brown and cheese is melted inside.
- 8 Drain excess oil, cut diagonally, and serve hot.
- 9 Blend roasted red pepper puree, almonds, garlic, vinegar, and smoked paprika into a paste.
- 10 Fold into Hellmann's Mayonnaise until smooth.

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.



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INGREDIENTS (10 portions)

20 Eggs	Mediterranean Aioli
60 g Truffle paste	250 g Hellmann's Mayonnaise
200 g Hellmann's Mayonnaise	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.



CUBAN KOREAN SANDWICH





CUBAN KOREAN SANDWICH

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

Blending Korean and Cuban influences, the Cuban Korean sandwich unites spiced-sweet gochujang, salty soy sauce, toasty sesame oil, aromatic ginger, and punchy garlic. Classic Cuban sandwich elements, such as the Swiss cheese, thinly sliced pork, and a mustard-grain mayonnaise, all add indulgent comfort. A fresh, fragrant Korean cucumber salad on the side provides a crisp, refreshing crunch that balances the richness of the sandwich.



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INGREDIENTS

Korean BBQ Pork

1.5 kg Korean BBQ pork
75 g Gochujang Korean chili paste
45 ml Soy sauce
30 ml Sesame sauce
45 g Brown sugar
6 pcs Garlic, minced
30 g Fresh ginger, grated
2 pcs Lime juice

Korean Cucumber Salad

2 pcs Cucumbers (about 600–700g), thinly sliced
10 g Salt
20 ml Rice vinegar
15 g Gochugaru

15 g Sugar
15 ml Soy sauce
15 ml Sesame oil
15 g Sesame seeds
2 pcs Spring onion, thinly sliced

Grain Mustard Mayonnaise

200 g **Hellmann's Mayonnaise**
45 g Wholegrain dijon mustard
10 pcs Cuban bread
500 g Glazed ham
500 g Swiss cheese slices
200 ml **Hellmann's Mayonnaise** for grilling
Kimchi, as needed

Hellmann's Mayonnaise

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



METHOD

- 1 Mix gochujang, soy sauce, sesame oil, honey, garlic, ginger, and lime juice.
- 2 Add pork and marinate for 1–2 hours.
- 3 Grill pork over medium-high heat until caramelized and cooked through. Set aside.
- 4 Make the cucumber salad.
- 5 Toss sliced cucumbers with salt. Let sit for 10–15 minutes to draw out water.
- 6 Drain and squeeze gently.
- 7 In a bowl, mix vinegar, gochugaru, sugar, soy sauce, sesame oil and scallions.
- 8 Add cucumbers and mix well. Sprinkle with sesame seeds.
- 9 Combine the ingredients for the wholegrain mustard mayo.
- 10 Slice bread and spread grain mustard mayo on both halves, add a slice of Swiss cheese, slice of ham, Korean BBQ pork and a second slice of cheese.
- 11 Spread butter on both sides and grill on both sides till golden brown.
- 12 Serve with kimchi.



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.



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INGREDIENTS

Mince Meat Filling	500 g Sweet white onions, thinly sliced
750 g Beef mince meat	500 g Shredded cheddar
225 g Knorr Pronto Napoletana	
35 g Knorr Pureed Spices Paprika	Harissa Dip
30 gm Knorr Brown Fond Powder	400 ml Hellmann's Yogurt Dressing
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.



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Unilever Food Solutions, Türkiye

INGREDIENTS

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



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Knorr Crispy Breeding 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 Breeding 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.



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Knorr Crispy Breading Mix

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INGREDIENTS

Fried Boneless Chicken Wings

1kg Boneless chicken wings

Knorr Crispy Breading 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

20g Rice wine

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.



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Knorr Demi Glace



INGREDIENTS

2.5 kg Ribeye	60 ml Oyster sauce
For The Crust	20 ml Light soy sauce
250 g Cashew nuts	20 ml Fish sauce
80 g Crispy fried garlic	10 g Palm sugar
30 g Coarse black pepper	20 ml Lime juice
3 g Kaffir lime leaves	Cilantro stems, chopped
For The Sauce	To Garnish
500 ml Knorr Demi Glace	Potato julienne, deep fried
50 g Garlic, sliced	

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 glaze 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.



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INGREDIENTS (10 portions)

2 kg Whole beef tenderloin
20 g Salt (≈1% of meat weight)
5 g Black pepper, freshly ground
20 g Olive oil
100 g **Hellmann's Mustard**
Compound Mayo Butter Crust
150 g Unsalted butter, softened
60 g **Hellmann's Mayonnaise**
100 g Pistachios, toasted, finely ground
40 g Parmesan, grated
6 g Garlic, grated
3 g Lemon zest
5 g Salt
2 g Black pepper

Cherry Demi Glace
75 g **Knorr Demi Glace (powder)**
1 L Water
50 g Cherry puree or morello cherry juice, unsweetened
40 g Dried sour cherries, chopped
80 ml Red wine
15g Light soy sauce
1 pcs Star anise
60g Butter, cold cubes
2g Fresh thyme

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, red wine, 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, where red wine, demi glace, and soy intertwine 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
250 ml Red wine
15 g Umeboshi paste
15 g Tamarind paste
15 ml Soy sauce
1 pcs Yuzu juice and zest
Shichimi togarashi
Thai basil, shredded



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Knorr Demi Glace



METHOD FOR CRUSTED FLANK STEAK

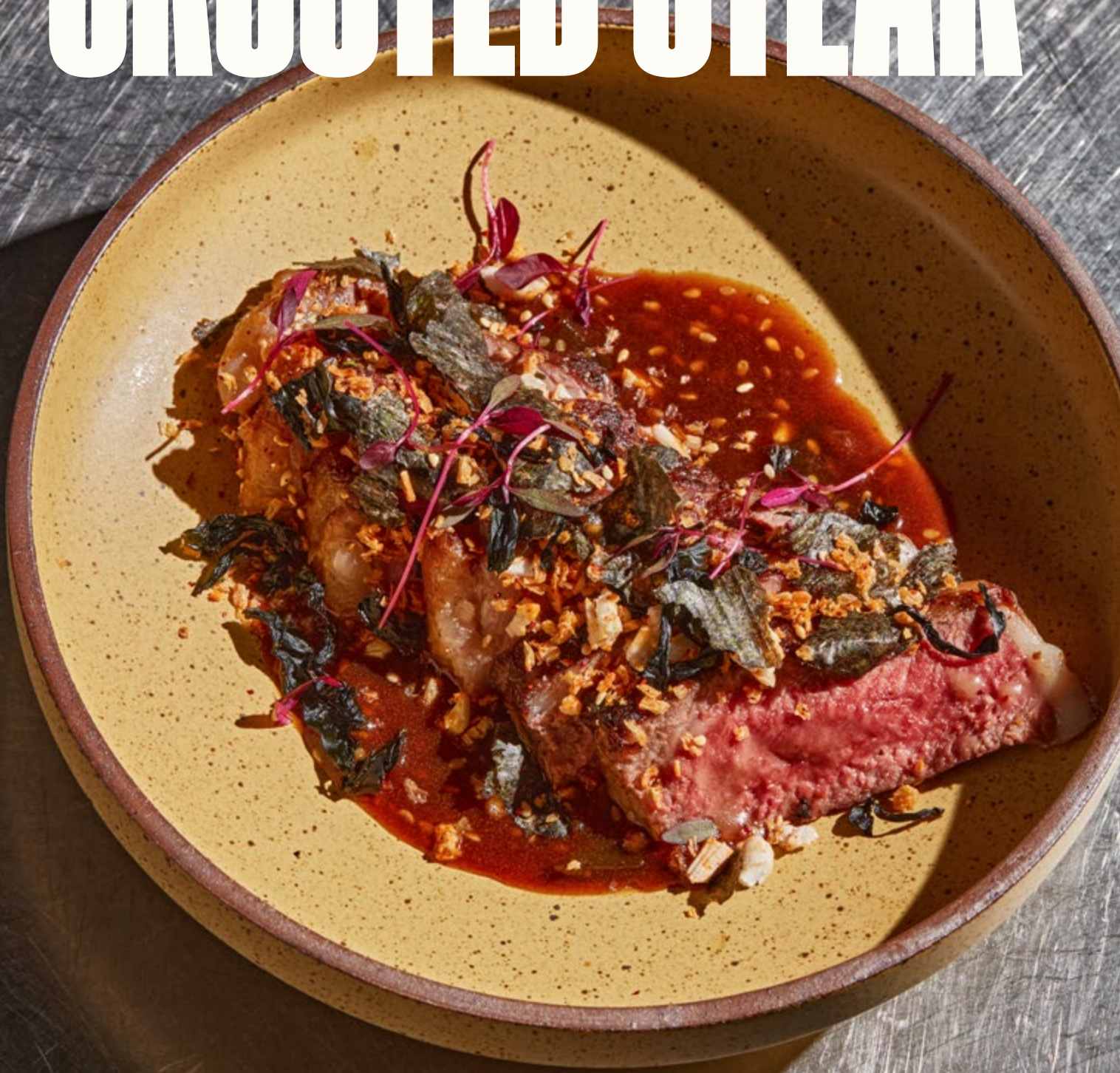
- 1 Sear the flank steak on both sides till golden brown and set to rest.
- 2 Prepare the crust.
- 3 Pre-roast the kataifi mixed with some oil in the oven for 5 minutes at 180 C. 4. Mix all ingredients for the crust and mix in the crispy kataifi as the last ingredient.
- 4 Put the crust on the flank 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 red wine and reduce till completely evaporated.
- 3 Add the Knorr Demi Glace and let simmer for 10 minutes.
- 4 Add the umeboshi, tamarind, soy sauce.
- 5 Let it simmer some more.
- 6 Finish the sauce with the yuzu juice and zest, the shichimi togarashi and add the shredded Thai basil leaves at the end.
- 7 Mix the rest of the ingredients together.
- 8 Add this to the warm sauce and serve (optional add some balsamic vinegar for extra acidity).
- 9 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



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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 çöğertme 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.



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INGREDIENTS

For The Beef

2000 g Striploin steaks
(200g 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
Glaze (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

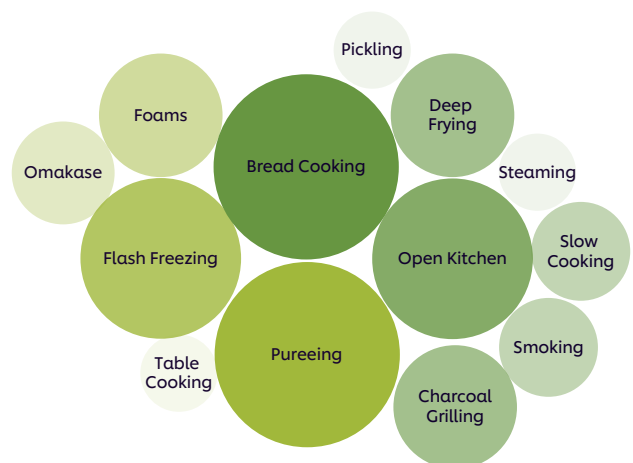
TRENDING INGREDIENTS

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.



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.

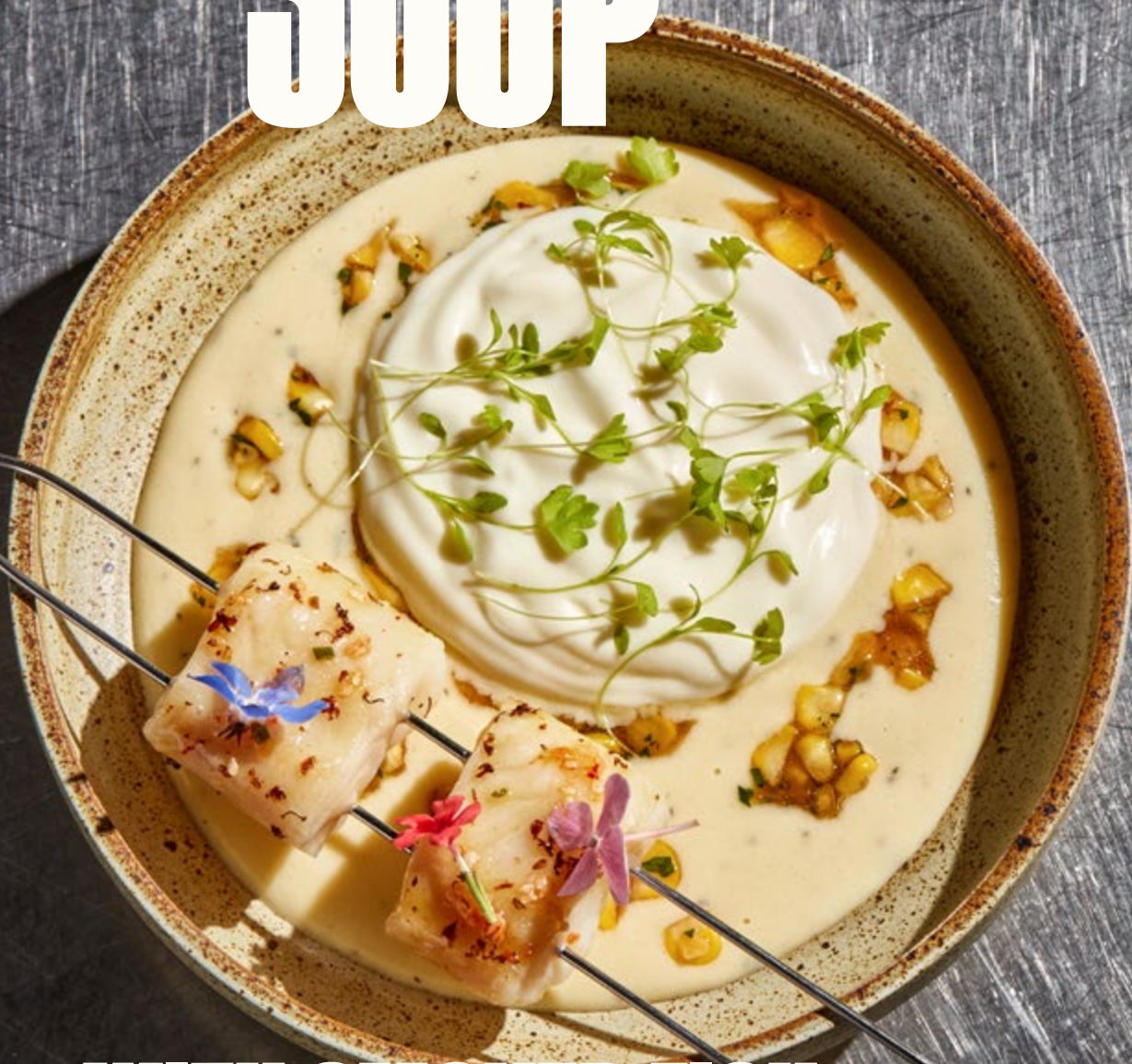
James Brown,
Executive Chef (UK)

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.



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BENSON XIE
Chef Lead, E-Platform China

INGREDIENTS

1600 ml Water	300 g Sweetcorn
4 g Knorr Vegetable Powder Bouillon	10 g Olive oil
250 g Knorr Granulated Potato Powder	50 g Salted butter
6 g Onion powder	10 g Knorr Primerba Thyme
3 g Wasabi powder	10 g Knorr Intense Liquid Smoke
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**



LENTIL AND CHIA SOUP





LENTIL AND CHIA SOUP

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

Soups can be considered a lighter option, but there are many ways to pack them with protein. This protein, collagen, and fiber loaded option is also vegetarian-friendly, using lentils, chia seeds, and chickpeas to provide sustenance. The herb salad provides healthy greens and a delicate crisp and light finish to a hearty dish, while the croutons provide a salty crunch, bringing even more texture and rounding the dish, which works just as well for a weekday dinner as it does a weekend lunch.



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INGREDIENTS (5 portions)

200g Red lentils	150g Onion
200g Green lentils	150g Carrot
50g Chia seeds	1600ml Water
75g Pumpkin seeds	150g White bread croutons
10g Umami	100g Green herb/salad
15g Fresh garlic	30ml Flaxseed oil
50g Knorr Vegetable Bouillon	30ml Pear cider
30g Knorr Concentrated Liquid Vegetable Fond	

METHOD

- 1 Boil the lentils in lightly salted water.
- 2 Caramelize the onion and carrots in a pot together with the fresh garlic and add 2.5 liters of water. Simmer for 1.5 hours then strain the soup (2 liters should be left after straining).
- 3 Add the vegetable bouillon and concentrated liquid vegetable fond to the soup. Add the chia seeds and soak until soft.
- 4 Pour the hot soup over the boiled lentils and top with the green herbs and salad marinated in flaxseed oil and pear cider.
- 5 For the pumpkin seed croutons, blend the pumpkin seeds together with the umami until very finely granulated. Fry the croutons until crispy in good oil and turn them over in the granulated pumpkin seed. Serve on the side.

Knorr Vegetable Bouillon



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.



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INGREDIENTS

100g Sushi rice	100g Green baby kale
30 ml Soy sauce	50g Knorr Chicken Bouillon Paste
30 ml Rice wine vinegar	30g Knorr Veal Bouillon Paste
30 ml Mirin	15g Primerba Garlic Paste
350g Carrot	20 ml Sesame oil
250g Parsley roots	20g Sesame seeds
25g Fresh parsley	10g Umami
25g Fresh coriander	2000ml Water
15 Fresh thyme	
150g Tiger shrimp (12pcs)	Tools
200g Wakame seaweed	See through press down teapot (2 units)

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



CHONGQING MALA SOUP





CHONGQING MALA SOUP

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

This recipe was developed by Chef Eric to bring joy to the kitchen and our palates. "Spice releases endorphins, it can help us feel better," he says. This chongqing mala soup is inspired by the mala dishes of Sichuan: addictively spiced, not overpowering, and full of vibrant flavors. The crab offers a sweet-saltiness and tender texture while the soup base has a spiced-sourness which rounds off the dish to tingle the senses and keep you wanting more. The next time you want something spicy and different, full of Asian flair and nourishing ingredients, look no further.



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INGREDIENTS

50 g Soft tofu	Soup Base
20 g Tomato, shredded	650 g Water
10 g Black fungus, shredded	0.5 g Sugar
20 g Bamboo shoots, shredded	2 g Salt
10 g Enoki mushrooms	15 g Aged black vinegar
40 g Clam meat	12 g Knorr Chili Liquid Seasoning
30 g Crab meat	4 g Knorr Chicken Powder
1 Egg	3 g Starch slurry
6 g Coriander	1 g Dark soy sauce
Sweet potato noodle	25 g Egg
	3 g Sesame oil

METHOD

- 1 Steam the fiddler crabs until cooked and then remove the meat. Blanch the clams and take out the meat.
- 2 Cut the other ingredients into thin shreds and set them aside.
- 3 Black fungus shreds, bamboo shoot shreds, crab meat stick shreds.
- 4 Boil water in a pot, season according to the proportion and thicken with a slurry.

Knorr Chili Liquid Seasoning



MEATBALL AND STEWED BEAN SOUP



IN BEEF BROTH



MEATBALL AND STEWED BEAN SOUP IN BEEF BROTH

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

Soups can be protein bombs too, and few are as meat-lover-friendly as this one. Simple to make and full of nutrients, this soup is an ideal staple to add to the weekly routine when you want something warming, nourishing, and meaty without sacrificing your veggies thanks to the ingenious use of cabbage noodles. The inclusion of veal also means this is a nutrient-rich dish that's lean in fat. If you add the (highly recommended) toppings, you also have a dish that's full of texture and that satisfies all tastebuds.



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INGREDIENTS

800 ml Knorr Professional Veal Stock	50 g Dried breadcrumbs
800 ml Water	200 g Black beans, boiled
40 g Knorr Beef Bouillon	200 g White beans, boiled
30 g Knorr Concentrated Liquid Veal Fond	50 ml Olive oil
400 g Kohlrabi	75 g Onion, finely chopped
450 g Minced pork and veal	20 g Umami
30 g Hazelnuts	2 Eggs
20 g Fresh parsley	Salt to taste
	Pepper to taste

METHOD

- 1 Make long "noodles" with the kohlrabi on a roll cutter and blanch them in boiling salty water.
- 2 Mix the minced meat with half of the breadcrumbs, eggs, umami and finely chopped onions.
- 3 Taste with salt and pepper.
- 4 Make meatballs and poach them in 1 liter of water and add 20g of liquid veal fond.
- 5 Chop hazelnuts and mix with the remaining breadcrumbs, roast lightly golden in olive oil and add a little salt and freshly grounded black pepper and cool down and mix with the finely chopped parsley.
- 6 Boil the veal stock together with water, beef bouillon and the remaining 20g of liquid veal fond. Add the boiled beans to the soup and heat up.
- 7 Add the kohlrabi noodles and meatballs to the soup, and top it off with the hazelnut/herb crunch.
- 8 Serve instantly and smoking hot!

Knorr Professional Veal Stock



CHICKEN ESSENCE BROTH

A close-up photograph of a traditional Chinese medicinal soup. The soup is served in a rustic, light-brown ceramic bowl with a wide rim. The broth is a clear, golden-brown color. Several bright orange, ginseng-like cordyceps are visible, along with pieces of yellowish, porous flower (likely a medicinal mushroom) and some translucent, gelatinous pieces. The bowl sits on a dark, circular metal trivet. In the background, a bamboo steamer basket is partially visible, containing a portion of white, fluffy rice. The entire scene is set against a dark, textured background, possibly a metal surface.

WITH CORDYCEPS
FLOWER AND CRISPY RICE



CHICKEN ESSENCE BROTH WITH CORDYCEPS FLOWER AND CRISPY RICE

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

Every good cook needs a light, heavy, and clear-broth soup in their arsenal. This is an example of a wonderfully light, clear broth soup made using a double-steamer method, that doesn't compromise on warmth and comfort. A nourishing mix of chicken, mushroom, pork and aromatics such as ginger provides a balance of warmth and satisfying salty notes, while the crispy rice garnish adds toasted qualities complementing the earthy mushrooms, as well as a crunchy textural layer. This all makes for a simple yet elegant and complete classic that will quickly become a staple in your repertoire.



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INGREDIENTS

750 g Chicken with bone, cut into small pieces
250 g Lean pork meat
250 g Chicken feet
70 g Chinese ham
25 g Old ginger
27 g Red dates
150 g White beans
150 g Kelp
60 g Chinese mushroom, termitomyces
80g Cordyceps flower

Soup Base

2600g Water
20 g **Knorr Chicken Bouillon**
8 g **Knorr Chicken Powder**

Topping

20 g Crispy puffed rice

METHOD

- 1 Rinsed kelp slices in water to remove the saltiness. Soak the white beans in water and set aside. Wash the cordyceps flower and set it aside.
- 2 Wash the other ingredients in boiling water and set them aside.
- 3 The steamed rice is put into a 70-degree celsius dehydrate or food warmer to air dry for 4 hours, then taken out and fried into fragrant rice for later use.
- 4 Add the boiled chicken, red meat, chicken feet, ham pieces, ginger slices, red dates and Chinese mushrooms, and season well.
- 5 Steam the soup base in a steamer for 3 hours, then take it out. Add white beans, kelp and cordyceps flower, and steam for another hour.

Knorr Chicken Bouillon



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.



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INGREDIENTS (5 portions)

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

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**



SUAN GAI

FISH SOUP





SUAN CAI FISH SOUP

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

A spicy, sour, and saline affair. Suan cai is a recipe for pickled vegetables seen across China, and forms the inspiration for this dish. In true Sichuan style, mustard greens feature heavily here, adding a pepperiness to the dish. Chef Benson has played with misconceptions that Suan cai is a fish dish, by placing the vegetables alongside firm flaky seabass in a sweet and savory broth adding meatier textures. The dish is finished with a fragrant and silky cream using green peppercorn oil to add a velvety viscosity. It's the sort of big-pot dish you'd share with loved ones and enjoy the light and rich satisfying warmth of inside and out.



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INGREDIENTS

10g Enoki mushrooms
15g Pickled mustard greens
15g Potato vermicelli
40g Seabass
10g Lettuce
120g Soup base

Soup Base

250g Pickled vegetables
50g Pickled chili peppers
50g Pickled ginger
45g Pork lard
30g Oil
1500g Fish stock
8g **Knorr Chicken Bouillon**
10g **Knorr Chicken Seasoning Powder**
3g Sugar
200g Carrot puree

Seabass Marination

175g Seabass slices
1.5g Salt
1.5g **Knorr Chicken Seasoning Powder**
5g Potato starch

Fish Stock

5000g Water
1000g Fish bone
40g Old ginger
*simmer stock till 3400 gm

Green Peppercorn Milk

200g Milk
3g **Knorr Mala Liquid Seasoning**
1.5g **Knorr Chicken Powder**
0.5g Sugar
5g Green peppercorn oil
1g Salt

Garnish

Dry cherry tomatoes
Dry garlic chips

METHOD

- 1 Marinate the shredded fish for 30 minutes before use.
- 2 Fry the fish bones until they turn golden brown, then pour in boiling water and simmer the fish soup over a high heat for 45 minutes till the stock becomes milky. Strain the fish soup and make the pickled cabbage fish soup base. Simmer for another 15 minutes before use.
- 3 For the green peppercorn milk add all the ingredients into a sauce pot, bring to the boil and serve in a small milk pitcher on the side.
- 4 Poach the marinated seabass slices for 5 minutes in the soup base.
- 5 Add the enoki mushrooms, mustard green vegetables, potato vermicelli, and lettuce to the soup.
- 6 Serve in a hot bowl and garnish with cherry tomato slices and garlic chips.

Knorr Chicken Seasoning Powder

Highest real meat content, providing real value and quality in every dish.



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	Sweet Sour Chili Honey Dressing
800 g Green squash, grilled	125 g Sunshine Sweet Chili Sauce
150 g Mixed baby salad and green kale	150 g Hellmann's Mayonnaise
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 Mirin	

METHOD

- 1 Mix the fish sauce, mirin, 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.



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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.



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INGREDIENTS

600 g Black rice, cooked	Dressing
300 g Barley, cooked	250 g Hellmann's Mayonnaise
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 wine	
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

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**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.



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YUNNAN-INSPIRED COLD NOODLE SALAD



YUNNAN-INSPIRED COLD NOODLE SALAD

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

This is a traditional cold soup dish, which is reimagined as a vibrant and fresh salad. Classic ingredients, including rice noodles, bean sprouts, tomatoes, mushrooms, and various meat proteins are used as the body of the salad. These bring a mix of salty and fresh flavors, while also offering a variety of textures from soft and chewy to more dense meaty bites. The dressing is where the distinct spicy-sour flavor profiles of Yunnan soups is found. Here, chilis and tamarind combine with peppers and lime juice to provide the taste sensation that cuts through the proteins. Garlic, soy, chicken powder, coriander, and tomato puree are also added to bring umami and depth, while honey rounds the dressing and dish with a pleasing sweet note.



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INGREDIENTS

300g Rice noodles	Yunnan Hot And Sour Tamarind Sauce
20g Pea seedlings	100g Knorr Pronto Tomato Sauce
40g Bean sprouts, cooked	5g Garlic
25g Cherry tomatoes	2g Dry chili peppers
6g Black fungus	2g Millet pepper
40g Yellow fungus	30g Knorr Tamarind Sauce
50g Prawns, cooked (3 pcs)	20g Knorr Lime Flavoured Powder + 50g Water
15g Chicken breast, cooked	7g Salt
30g Fish filet, cooked	3g Knorr Chicken Powder
3g Chinese ham, sliced	35g Honey
10g Pork belly, fried	15g Knorr Double Soy Sauce
1 Poached egg	8g Coriander

METHOD

- 1 Blanch and peel the tomatoes. Chop the tomatoes into a puree and fry in a pan then leave to cool.
- 2 Mix together the Yunnan hot and sour tamarind sauce and other ingredients to make a sauce.
- 3 Plate up the rest of the ingredients and pair them with the Yunnan hot and sour tamarind sauce.

**Knorr Pronto
Tomato Sauce**



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	Vinaigrette Base
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	Cantonese Green Onion And Ginger Vinaigrette
Spring Onion And Ginger Paste	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.



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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

150g Beef shank, cooked and sliced	0.5g Bay leaves
35g Mesclun green salad	2.5g Cumin
8g Onion, sliced	20g Rock sugar
8g Purple cabbage, sliced	Chili Oil Vinaigrette
5g Coriander	40g Garlic water
20g Cucumber, sliced	80 gm garlic + 100 gm water blend
15g Celery leaves	100g Seasoned soy sauce from above
4g Red chili, sliced	10g Knorr Mala Liquid Seasoning
3g Basil	60g Chili oil
10g Fried peanuts	100g Water
4 pcs Fried lotus roots	8g Knorr Chicken Powder
75g Chili oil vinaigrette from below	40g Sugar
Seasoned Soy Sauce	10g Knorr Lime Powder + 20 gm water
300g Knorr Double Soy Sauce	
1.5g Star anise	
1.5g 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 in rice wine for 1.5 hours and cool for later use.
- 4 Plate the required ingredients with chili oil vinaigrette.



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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 straight-forward yet informative approach matched with delicious looking food has established him as a go-to for food-first content.

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

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

1. Determine the Voice-Over

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

2. Video Content

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

3. Caption or Subtitle

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

4. Trending Background Sound

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

5. Video Length

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

6. Video Cover

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

7. Video Title

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



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

