



# Taste & Trends

EDITION 22 | JULY 2023

## HEINZ - Not Just Ketchup & Fries

Meet the Away From Home

# Chef Joe Barin



From my many years as a chef and food lover, the first thing that comes to mind when people hear the word HEINZ is ketchup. No surprise there. I can still remember that iconic HEINZ Ketchup commercial starring Matt LeBlanc before he became Joey from Friends. That “ketchup = HEINZ” connection lives on, but these days global flavor trends and people’s hunger for new and unique experiences has given rise to some new and innovative sauce combinations made by HEINZ.

The current lineup of bottled sauces like Garlic Aioli, HoneyRacha, and HEINZ 57 Collection Infused Honeys are bold examples of how we at HEINZ are giving the consumer what they demand – a uniquely new experience born out of something familiar. These products can elevate an ordinary sandwich, burger, or chicken nugget into a foray into world

flavors or a peek into other regions of the country. And that’s why we all love food! Food is emotion and food is history. The smell, taste, and textures embedded in our memories can take us back to places we’ve been, and can also inspire us to travel and explore.

Our HEINZ Chefs (myself included!) work hard to develop new and unique ways of using familiar products. We can take something as mainstream as ranch dressing or mayonnaise and put a globally inspired spin on it just with the addition of one or two key ingredients. Want a Korean Chicken dipping sauce? Combine ranch dressing with gochujang pepper paste. How about a sandwich spread for a Mexican torta? Combine mayo with fresh garlic, lime, and ancho pepper puree to make an ancho aioli. The possibilities are endless!

So, next time you think of HEINZ, think outside the box of ketchup and french fries, like I do. What are your fondest food memories? What flavors inspire you to go out and explore the world? Let’s see how far we can go!




Head to [page 4](#) to check out a recipe Chef Joe put together using HEINZ Ketchup in an unusual way. The marinade is an integral part of this long-time classic dish from Hawaii, giving it depth of flavor and a complex sweetness!

# Insights






**Creaminess** is the top element that drives sauce craveability.

Over ½ of consumers are interested in **combining flavors** when deciding on a new dipping sauce, notably **spicy and savory**.

**Nashville Hot, Fry Sauce, and Jalapeño Ranch** are the **fastest-growing dipping sauces**.



**44% of consumers are likely to buy sauces with more innovative or exciting flavors.**



# Menu Inspiration



**Chicken Shawarma Bowl**  
Pita Pita Mediterranean Grill – Chicago, IL

This bowl would pair perfectly with HEINZ Hot Chili Infused Honey!



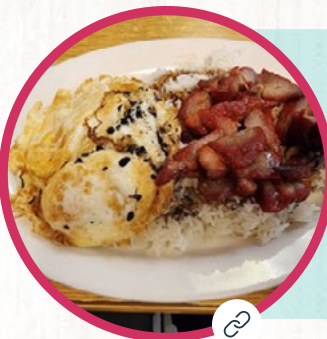
**Karaage Fried Chicken**  
Kraken Sushi – Chicago, IL

Pairs great with HEINZ Honeyracha dipping sauce!



**Smoked Skirt Steak Frites**  
Smoque Steak – Chicago, IL

A spinoff from the creator of the original Smoque BBQ in Chicago, this skirt steak pairs perfectly with Hot HEINZ 57 sauce.



**554 BBQ Pork Fried Egg**  
Seven Treasures – Chicago, IL

The classic "554" BBQ Pork Fried Egg over rice is a great pair with our HEINZ 57 Collection Chili Crunch!



## In the News

Catch up on what's happening in the industry.

- [5 Restaurant Trends For 2023, According to MICHELIN Chefs](#)
- [The Next Era of American Fine Dining Is Here, Care of West Africa](#)
- [1st Michelin-starred Filipino restaurant chefs elevate traditional Pinoy flavors](#)
- [Predicting the Menus of the Future, According to 1,600 Global Chefs](#)



# Huli Huli Chicken

Yield: 12 servings

## INGREDIENTS

Boneless Skinless Chicken Thighs	5 lbs
Soy Sauce	½ cup
HEINZ Ketchup	⅓ cup
Light Brown Sugar	⅓ cup
Fresh Garlic	6 cloves
Mirin Japanese Sweetened Cooking Wine	¼ cup
Dark Sesame Oil	¼ cup
Jasmine Rice, cooked	as needed
Sesame Seeds, toasted	as needed
Green Onions, chopped	as needed

## INSTRUCTIONS

1. Combine marinade ingredients in blender and reserve 1 cup. Heat this reserved marinade in a saucepan to boil and let simmer for 2-3 minutes until thickened. This will be used for final basting while grilling the chicken.
2. Place the chicken in the remaining marinade mixture for 24 hours.
3. Grill chicken using the reserved marinade as a basting sauce. Cook until center reaches 165 degrees F.
4. Serve chicken over Jasmine rice and garnish with sesame seeds and green onions.
5. Suggested sides: sliced fruit like mango or pineapple



## HEINZ Ketchup #10 Tin

10013000512906 – 114 oz, 6 count

Convenient for use in commercial kitchens and restaurants with large-volume recipes! Made from sweet, juicy, ripe tomatoes for that signature thick and right taste.

