

# South Asian Cuisine

How to Guide  
July 2011

## Criteria for Selecting “South Asian Cuisine”

**Promo Dates:** July, 2011 but menu items can be offered regularly thereafter

**Program:** A variety of dishes from countries/regions of South East Asia

**Category:** Culinary Table, Menutainment, On the Go, Fresh Grille

**Core Products:** Entrees, appetizers and snacks

**Consumer Target:** Adult consumers and repeat visitors who enjoy authentic ethnic dishes

**Pricing Structure:** Pricing ranges from \$2.99 to \$7.99 for à la carte items and \$4.99 - \$10.69 for combos.

**Service Style:** Served from one of the recommended stations or self-serve from On the Go cooler

**Unique Equipment:** No special equipment is required.

### **Program Objective:**

- Increase participation and customer satisfaction
- Introduce a variety of Asian recipes from lesser known regions
- Offer a variety of choices to suit all tastes
- Offer Balanced Choice selections
- Use existing MOG ingredients in new ways

### ***What is “South Asian Cuisine”?***

Most customers are familiar with the mainstream Asian cuisines such as Chinese, Thai and Vietnamese. The new recipes for this promotion focus on dishes from Asian regions/cuisines that are generally not so well known: Malaysia, Indonesia, Hakka Chinese, Philippino and others.

We have listed existing recipes from smart recipe to offer additional variety for this promotion. This would also be a great time to promote the culinary skills of any associates from Asian countries who could prepare these dishes and share their culture with our associates and guests.

## Food Standards - Continued

### Hakka Noodles



Hakka Chinese Cuisine" is in reality Indian Chinese cuisine, popularly known as Hakka since many of the original Chinese restaurant owners in India were from the Hakka region of China.

Our dish is a stir fry of brightly coloured vegetables with Asian and Indian seasonings tossed with Cantonese noodles. This vegetarian dish could also be offered with a grilled protein on top.

Serve from Culinary Table or Menutainment.

### Philippino Pancit Noodles



A popular Philippino dish, Pancit is made with rice vermicelli that is first soaked in chicken stock. A variety of fresh vegetables (Spanish onion, green cabbage, carrot, celery and green onions) is then sautéed with ginger and garlic and chicken breast strips. The noodles are added back in and seasoned with soy sauce and Hoisin. A wedge of lemon is the final garnish.

Serve from Culinary Table, Menutainment or cold from On the Go cooler.

### Malaysian Turmeric and Honey Wings



A very simple marinade of turmeric, cayenne, ginger, honey and soy sauce gives great flavour to chicken wings that are baked but could also be finished on a char broiler. Our plate is garnished with carrot and celery sticks but fried rice or noodles could also be offered for a combo.

Serve from Culinary Table or Fresh Grille.

## Food Standards - Continued

### Rainbow Crystal Fold



This dish is of Chinese origin. In the unusual title, “Rainbow” refers to the variety of colours in the dish, “Crystal” refers to the crisp lettuce and “Fold” refers to the way the dish is wrapped and eaten.

Pork and chopped vegetables are sautéed with ginger and garlic before being seasoned with soy sauce and Hoisin. The filling is placed on lettuce leaves and topped with crisp deep fried rice vermicelli noodles. The customer folds or rolls the filling up inside the leaves and then enjoys!

Serve from Culinary Table or Menutainment.

### Indonesian Shrimp Satay



Many countries in Asia offer satays as part of their culinary repertoire. This tasty version combines garlic, ginger, lime juice and zest, chopped cilantro, turmeric, cayenne and coriander with soy sauce for a tasty marinade. The dish goes well with a side order of Hakka noodles and Cucumber Pickle for a great multi-Asian combo.

Serve from Culinary Table.

### Asian Appetizer Platter



This appetising combination plate features Malaysian Turmeric and Honey Chicken Wings, Mini Spring Rolls and Pot Stickers with choice of dipping sauce. It can become an entrée plate with the addition of fried rice or noodles.

Serve from Fresh Grille or Culinary Table.

## Feature Recipes

Recipes for the promotion are linked to the **smart** recipe database. The costing and combo file with suggested retail pricing is filed separately in the “South Asian Cuisine” folder on Navigator and the Setting the Table Summer website.

South Asian Cuisine Menu Items	Recipe #
Hakka Chinese Noodles (V)	<a href="#">29620</a>
Philippino Pancit Noodles with Chicken	<a href="#">25655</a>
Philippino Pancit Noodles with Precooked Chicken	<a href="#">25655A</a>
Malaysian Turmeric and Honey Chicken Wings	<a href="#">25255</a>
Rainbow Crystal Fold	<a href="#">23560</a>
Indonesian Shrimp Satay	<a href="#">26870</a>
Asian Appetizer Platter	<a href="#">25235</a>

### Recommended Side Dishes

Please look in the Retail Selling Excel spreadsheet for combo ideas and suggested pricing for all recipes.

## Existing Recipes to Supplement the Promotion

The following are additional recipes in **smart** recipe that are authentic dishes from South East Asia.

South Asian Cuisine Additional Menu Items	Recipe #
<b>Entrees</b>	
Pork Satay with Peanut Sauce and Cucumber Pickles (Thailand and Indonesia)	<a href="#">S22690</a>
Chicken Pad Thai (Thailand)	<a href="#">S27360A</a>
<b>Noodle Bowls</b>	
Beef Pho Noodle Bowl (Vietnam) - 16 fl oz (480 mL)	<a href="#">SBD11305</a>
Peking Pork Noodle Bowl (Peking China) - 16 fl oz (480 mL)	<a href="#">SBD11225</a>
Vietnamese Ginger Chicken Noodle Bowl - 16 fl oz (480 mL)	<a href="#">SBD11255</a>
Thai Cucumber Pickles (V)	<a href="#">46240B</a>
<b>Side Dishes</b>	
Niu Hua Lakia Coconut Rice (V) (South Pacific)	<a href="#">S63030</a>
Singapore Noodles	<a href="#">S63570</a> and <a href="#">LES63570</a>
<b>Snacks</b>	
Vietnamese Spring Roll (Cold)	<a href="#">S54560</a>

## Supplier Information

While all effort is made to choose products that are on all of our MOGs, occasionally this is not possible.

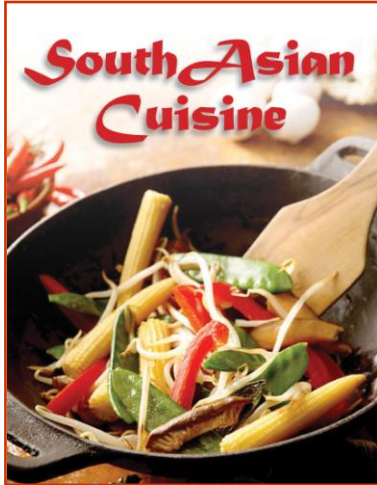
We recommend you contact your Regional Purchasing Coordinator if there are new items that you would like to list or even purchase as a onetime release.

### ***Promotion Specifications***

<b>Item</b>	<b>Brand</b>	<b>Pack Size</b>
<b>Noodles</b>		
Rice Vermicelli/Stick Noodles	Wings	20 x 454 g
Cantonese Noodles/ Steam Cooked	Wings	6 x 2.27 kg
<b>Proteins</b>		
Raw Shrimp/21-25 count/Tail On	Mirabel	5 x 907 g
Pork Loin/Boneless Back Short Cut	Yorkmont Farms	6 x 3.4 kg
Chicken Breast Strips, Grilled	Maple Leaf	2 x 2 kg
Chicken Breast, IQF Boneless Skinless Olymel	Compass	4 kg
Chicken Wings, Fryer IQF	Flamingo	1 x 4 kg
<b>Groceries</b>		
Chopped Garlic	Furlanis	1 x 4 kg
Light Soy Sauce	Kikkoman	6 x 1.89 L
Hoisin Sauce	Lee Kum Kee	6 x 2.3 kg
Ground Coriander	One time release	
Ground Turmeric	One time release	
Pepper, Cayenne Ground	Club House	12 x 450 g
Chili, Red crushed	Club House	12 x 350 g
White Vinegar	Reinhart	Various
Chicken Base	Yorkmont Farms	5 kg
Dipping Sauces: Various – see recipes	ED Smith. Richardson's, Diana's etc	Various
Honey Liquid Squeeze	Billy Bee	12 x 1 kg
<b>Frozen</b>		
Mini Vegetable Spring Rolls	Wong Wing	2 x 2.2 kg
Pot Stickers	Wong Wing	60 pieces

## Marketing Materials

All marketing materials for this promotion are available on the Setting the Table website. Units are asked to print their own copies; no hard copies will be available for this promo. All flyers/posters are 8 ½ x 11.



**8½ x 11 South Asian Cuisine Poster** - Display the poster in your entrance board and at your station during the promotion. (Print from Setting the Table/Summer/Culinary Flavours/July)



**8½ x 11 South Asian Cuisine Flyer** - Use the flyer to enter a "South Asian Cuisine" menu item with the selling price or to pre-advertise date promotion begins. Insert your sector logo where indicated on the flyer. Display on your entrance board and/or at the appropriate station. (Print from Setting the Table/Summer/Culinary Flavours/July)

Order Profiles 8 ½ x 11 sign holders directly from impulse signs. Click on the order form link below.

<http://www.impulsesigns.com/ProfilesNorthOrderForm.pdf>

Follow the links below for Steps to Launch Promotion and Quality Assurance.

[Timelines to Launch Promotion](#)  
[Quality Assurance](#)