

Making Waves On Menus With Shrimp

AMERICANS CONSUME MORE SHRIMP THAN ANY OTHER SEAFOOD.



85% of consumers say that if offered, they'd be likely to order it

And they enjoy it in many preparations.

THE TOP THREE PREPARATIONS OF SHELLFISH (INCLUDING SHRIMP) DINERS ARE MOST LIKELY TO ORDER:



Consumers enjoy familiar iterations of seafood entrees.

MOST-PREFERRED SEAFOOD ENTREES:

53%  Pasta dish with seafood

50%  Rice dish with seafood

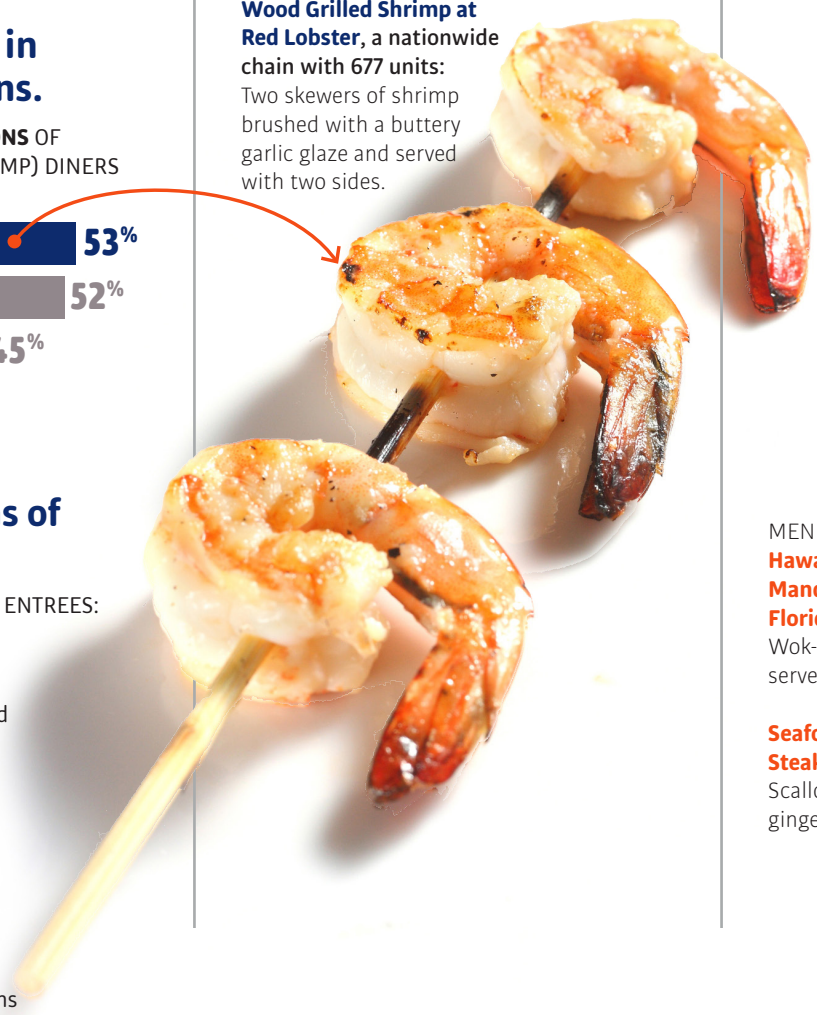
53%  Combo meal with seafood & other proteins

As for flavors, buttery takes the lead with 64% of consumers saying it's what they prefer most.

MENU EXAMPLES:

Shrimp Roll at Luke's Lobster, a chain with 29 locations in the U.S.: A quarter-pound of North Atlantic shrimp in a split top bun, with melted lemon butter, mayo and secret seasoning.

Wood Grilled Shrimp at Red Lobster, a nationwide chain with 677 units: Two skewers of shrimp brushed with a buttery garlic glaze and served with two sides.



And for operators looking to expand their shrimp options, some growing flavors include:

- Miso
- Spiced
- Cedar-planked
- Cherry
- Saffron
- Beet
- Hawaiian**



Beyond buttery, though, customers want more creativity:

"I'D LIKE MORE RESTAURANTS TO OFFER ____"

51%
A wider variety of seafood dishes

43%
Seafood entrees with new/unique flavors

37%
More ethnic seafood dishes

MENU EXAMPLES:

Hawaiian Shrimp at Christina Wan's Mandarin House in Ft. Lauderdale, Florida:

Wok-tossed shrimp in a light cream sauce, served with broccoli and macadamia nuts

Seafood Miso Soup at Kumo Sushi & Steakhouse in Stony Brook, New York:

Scallop, shrimp and crab mixed with sliced ginger in a miso broth.