

# Hummus

## across revised menus

### How this versatile dip can add a flavor boost to pick-up options

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Hummus is a versatile ingredient that can go way beyond traditional snacking ideas. It holds up well in transit, and what's more, it's the fastest-growing Mediterranean ingredient, with menu growth **predicted to outperform 94% of all other items** over the next four years.<sup>1</sup>

Check out these inspiring ways to add it to any menu part:

### Lunch

Added to sandwiches, wraps and salads, hummus is a no-brainer on lunch menus.



Mentions of hummus on **specialty salads** are up 3% year over year.<sup>2</sup>



Menu mentions of hummus on **garden/veggie burgers** at lunch are up 4.3% year over year.<sup>2</sup>



Menu mentions of hummus on **gyro sandwiches** at lunch are up 6.7% year over year.<sup>2</sup>

### Try these menu ideas:

**Chicken and Sweet Potato Salad:** At Pret A Manger, this dish features grilled chicken over spinach, brown rice and red and white quinoa, topped with roasted sweet potatoes, sliced avocado, beet hummus and pomegranate arils.

**Greek Chicken Sandwich:** AT JPMC Chicago, the Greek Chicken Sandwich, available Monday through Friday, features kalamata relish, feta cheese, red pepper hummus and arugula.

**Tasty tip:** Classic hummus can be used as a great base, and is delicious on its own, but can be seasoned with any sauce or spices to make it a signature spread.

### Dinner

Hummus is a perfect addition to burgers, mezze plates and more dinner entrees.

### Try offering something like these delicious dishes:

At Relish Bistro at the Westin Seattle, the Impossible Burger on a vegan potato roll is topped with garlic hummus, peppers, yuzu pickles, lettuce, tomato and onion.

The Hotel Palomar in Washington, D.C., has a dinner room service menu that includes an Antipasti Board with hummus, vegetable antipasti and crostini.

### Snack Time

Pair hummus with vegetables and pita bread for a quick grab-and-go snack option, or offer a hummus flight with a trio of different hummus flavors, such as:



Roasted garlic



Roasted red pepper



Cilantro jalapeno



Smoked paprika and chili powder



Avocado hummus



Operators can also offer it in other savory breakfasts.

### Menu inspiration:

Karloff in Brooklyn, New York, offers Hummus, Tomato and Arugula Blintz on the breakfast menu, served with a roasted vegetable ragout.

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Sources:  
<sup>1</sup>MenuTrends, Haiku, Datassential  
<sup>2</sup>Technomic Ignite menu data