

Seafood on the Summer Menu



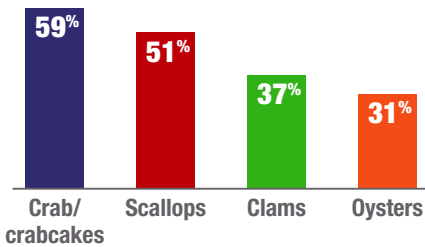
CONSUMERS LOVE TREATING THEMSELVES TO SEAFOOD DISHES. TO OFFER SOMETHING NEW, **CHECK OUT THESE SEAFOOD MENU TRENDS.**



SHELLFISH IS MAKING WAVES.

Diners are clamoring for more shellfish dishes.

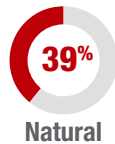
"I'd be likely to order _____"



MENU IDEA: Red Lobster, a popular seafood chain, offers Loaded Seaside Fries: seasoned fries topped with Monterey Jack cheese, crispy clam strips and creamy clam chowder, finished with green onions.

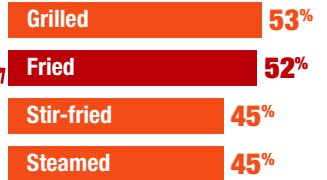
Certain menu claims are showing up more, thanks to their influence on consumer behavior.

"I'd be more likely to buy and am willing to pay more for seafood that is _____"



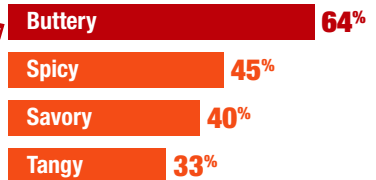
Breaded Clam Strips

Most-preferred PREPARATIONS for shellfish:



Whole Ocean Clams in Naked Steamers

Most-preferred FLAVORS for shellfish:



FLAVORS SET TO GROW FOR SEAFOOD ENTREES:

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

Seafood Boils

Family-style and shareable seafood proliferate.

TYPES OF SEAFOOD COMMONLY FEATURED:

- Shrimp
- Clams
- Crab
- Mussels
- Lobster

FLAVORS TO LOOK FOR IN A SEAFOOD BOIL:

- Cajun
- Butter
- Garlic
- Lemon Pepper

SEAFOOD BOILS AS AN ENTREE HAVE RISEN 100% ON MENUS YEAR-OVER-YEAR

For more info about Whole Ocean Clams

