

NEW TRENDS IN THE WORLD OF GRILLING

“Grilled” doesn’t mean “Grilled” Anymore

As consumers demand more complex flavor profiles, grilled meats at restaurants and retail are both now being referred to as, “flame kissed,” “wood fired,” “fire roasted,” “char-grilled” and many more.

“Grilled” is the most popular cooking method, penetrating 80% of U.S. chain and independent restaurants.

Chicken is the most associated term with “grilled” on U.S. Chain & Independent menus.

Red Arrow
Natural flavor, pure and simple.

“Our grill flavors have become more sophisticated and less one-dimensional over the past few years,” said Mark Crass, vice president sales and marketing, Red Arrow Products Company, LLC. “Consumers are not only looking for grilled food but are becoming knowledgeable regarding the differences between wood-fired, flame-kissed and fire roasted,” said Crass.

Penetration by Time Trend: % of Restaurants Featuring

	2010	2011	2012	2013	2014	'14 vs. '13	'14 vs. '10
Grilled	79.8%	79.7%	79.7%	79.3%	79.1%	-0.3%	-0.9%
Charred	2.4%	2.4%	2.8%	3.8%	4.6%	21.1%	91.7%
Wood Fired	1.2%	1.2%	1.3%	1.5%	1.4%	-6.7%	16.7%
Fire Roasted	5.0%	5.0%	5.4%	5.6%	5.9%	5.4%	18.0%
Seared	20.2%	22.0%	22.6%	22.6%	23.1%	2.2%	14.4%
Smoked	43.8%	45.0%	45.6%	47.2%	48.2%	2.1%	10.0%
Wood Grilled	1.0%	1.1%	1.1%	1.2%	1.1%	-8.3%	10.0%
Fire Grilled	2.1%	1.9%	2.0%	2.2%	2.3%	4.5%	9.5%
Char Grilled	6.1%	6.0%	6.4%	6.3%	6.2%	-1.6%	1.6%
Flame Seared	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%

Source: Datassential

Base: 4,865 U.S. Chain & Independent Restaurants

“Grilled” New and Limited Time Offers

August 2015 – September 2015

Red Robin – The Uberburger features a **flame-grilled** Black Angus burger topped with grilled bratwurst and onions.

Carrabba’s Italian Grill – Prosciutto-Wrapped Pork Tenderloin with **pork medallions wood-grilled** and topped with port wine fig sauce served with sautéed broccoli.

Carrabba’s Italian Grill – All Day Brunch **Burger seared** in bacon and onion, topped with a fried egg, hash browns and cheese.

Ram Restaurant & Brewery – Zesty **Fire Grilled Steak Salad** with marinated sliced sirloin, zesty rubbed and grilled.

Coco’s Restaurant and Bakery – **Char-Grilled Chicken** & Fresh Peach Salad.

Sbarro – Sweet & Spicy BBQ Chicken Pizza topped with **fire-roasted corn**, grilled chicken, sweet and spicy BBQ sauce and cheese.

Datassential, September 2015.



Capture the Flavor of Cooking with Flames... *without* the Fire

Presenting Red Arrow Flavors:

Charred Wood Fired
Fire Roasted Flame Seared
Seared Fire Grilled