

# SMOKED

## TIDBITS ON THE POPULARITY OF SMOKED FOODS

Fall 2014



### CATCHING FIRE

“Smoke is now going beyond the confines of **BBQ** and restaurant owners should consider a wood-fired grill or smoker,” said Donna Hood Crecca, senior director of the adult beverage resource group at Technomic. **Charring is a newer technique popping up in independent restaurants** and Crecca is seeing more “ethnically based charring techniques”.

**Barbecue flavors have evolved to “flame-cooked” and “fire.”** Last year, Frito-Lay introduced Ruffles Flame Grilled Steak potato chips, and Herr’s offered a Fire Roasted Sweet Corn variety of potato chips.

As restaurant chefs continue introducing such preparations as ashing and earth-cooking to impart distinct flavors, flavor descriptors such as “charred,” “ashed” and “burnt” may be the next hot thing in snacks and other savory products, said Innova Market Insights.

### SPECIFIC SMOKED PROTEINS

Penetration and time trend

	Restaurant Penetration	Growth Rate	
		1-Year	4-Year
Smoked Bacon	16.8%	-	24%
Pulled Pork	11.9%	9%	47%
Smoked Turkey	10.2%	-2%	-14%
Brisket	9.5%	7%	32%
Smoked Ham	7.3%	1%	-3%
Smoked Chicken	3.9%	11%	3%
Pulled Chicken	3.3%	14%	83%
Smoked Pork	2.9%	-12%	32%
Smoked Sausage	2.3%	-4%	5%
Smoked Beef	1.6%	-	45%
Smoked Duck	0.7%	-13%	-
Smoked Ribs	0.6%	-14%	50%
Smoked Pastrami	0.2%	-	+++%

Source: Datassential

Note: +++% indicates growth over 100%

### NEW MENU ITEMS:

Longhorn Steakhouse – Apple Cider Baby Back Ribs with sweet-and-savory hard cider barbecue glaze

Red Robin Gourmet Burgers – Beam-n-Bacon Boozy Shake with a bacon bits and a strip of candied bacon

Newk’s Eatery – Newk’s Pork Q with applewood smoked bacon

Wendy’s – Smoked Gouda Chicken

Gordon Biersch Brewery – Beef tenderloin slider with hickory bacon

The Bad Arse BBQ – Pulled pork in Bulleit Bourbon barbecue sauce, Wicked Boston – topped with maple-pepper bacon

Outback Steakhouse – Moonshine BBQ with liquor infused sauce

### LIMITED TIME OFFERS IN AUGUST:

Wendy’s – The new Smoked Gouda Chicken with a thick, creamy Dijon aioli with a tangy mustard finish paired with double-Smoked, mild and rich Gouda cheese

McAlister’s Deli – Butterball smoked turkey, Black Forest ham, crumbled bacon, shredded sharp cheddar and Swiss cheese, tossed with tomatoes and cucumbers

Joe’s Crab Shack – Joe’s Classic with queen or Antarctic king crab plus sweet snow crab, shrimp, smoked sausage with potatoes and corn

AM/PM – The new Cheddarwurst Smoked Sausage from Hillshire Farms is infused with creamy Wisconsin cheese

*Datassential Menu Trends*