

SMOKED

TIDBITS ON THE POPULARITY OF SMOKED FOODS

WINTER 2014



WORDS FROM THE CHEFS

“We smoke everything – cheese, fruits, vegetables,” said Alex Figura, chef/partner of Lower 48, which was rated “Best New Restaurant” in Denver from *5280 Magazine*.

“I smoke tomatoes with herbs for vinaigrette. It’s great for vegetarians, because it tastes nice and meaty but doesn’t have any meat,” said Sarah McIntosh, chef and owner of Epicerie in Austin.

“When I headed up the kitchen at Char No. 4 in Brooklyn, we smoked pistachios then combined them with preserved lemons for a vinaigrette and onto a salmon dish,” said Matt Greco.



“At the end of the year in north of Italy, farmers burn the remaining wheat stalks, pick up all the ashes, and bakers in the area will make bread with that – the **ashes give the bread a smoky flavor** and cool color,” said Richard Capizzi, pastry chef of Lincoln Ristorante. *Seriouseats.com, August 2014.*

NEW & LIMITED TIME OFFERS

November - December 2014

Famous Dave’s – Hickory Smoked Short Ribs & Shrimp with flame-grilled and **hickory smoked beef**.

TGI Fridays – **Chipotle Smoked BBQ Ribs** featuring chipotle, California, and arbol chili pepper flavors.

California Pizza Kitchen – **Smoked Ham & Swiss** California Flatbread.

Romano’s Macaroni Grill – Prosciutto Grilled Cheese with **lightly smoked prosciutto**.

Au Bon Pain – Smoked Salmon Wasabi with Norwegian salmon **smoked with beechwood chips**.

IHOP – Classic Ham Dinner - **hickory smoked**.

Datassential Menu Trends, January 2015.

EVERYTHING SMOKED!

Chefs have begun to apply smoking and grilling to add some sizzle and impart new flavor to other proteins and alternatives like **vegetables, butters, and even cocktails**.

Adult beverages are a hot area of growth for smoky flavors in casual dining; **the number of menu items featuring smoke/smoky mentions climbed 8.5% year over year.** *Technomic, September 2014.*



Soups, eggs, and salads are also predicted to feature smoke flavors in 2015.

Smoke adds flavor without plumping up the calorie count, allowing consumers to experience more flavor without negative health impacts. *Ift.org, November 2014.*

SMOKE MARKETABILITY

Average Price of Sandwiches (smoked vs non-smoked)

Beef	\$8.02	
Smoked Beef	\$9.76	\$1.74 total premium
Bacon	\$7.71	
Smoked Bacon	\$9.15	\$1.44 total premium
Pork	\$8.03	
Smoked Pork	\$9.02	\$0.99 total premium
Turkey	\$7.74	
Smoked Turkey	\$7.96	\$0.22 total premium

Datassential Menu Trends, 2014.