



BE TRUE TO THE FOOD.



TREND N° 8

TOP CULINARY —  
—TRENDS 2016

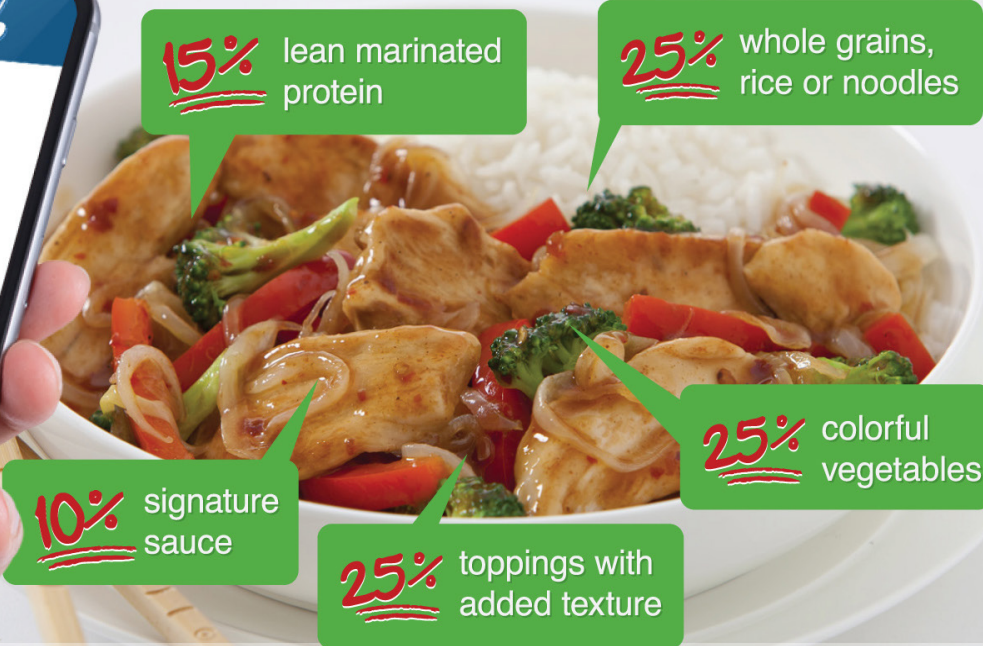
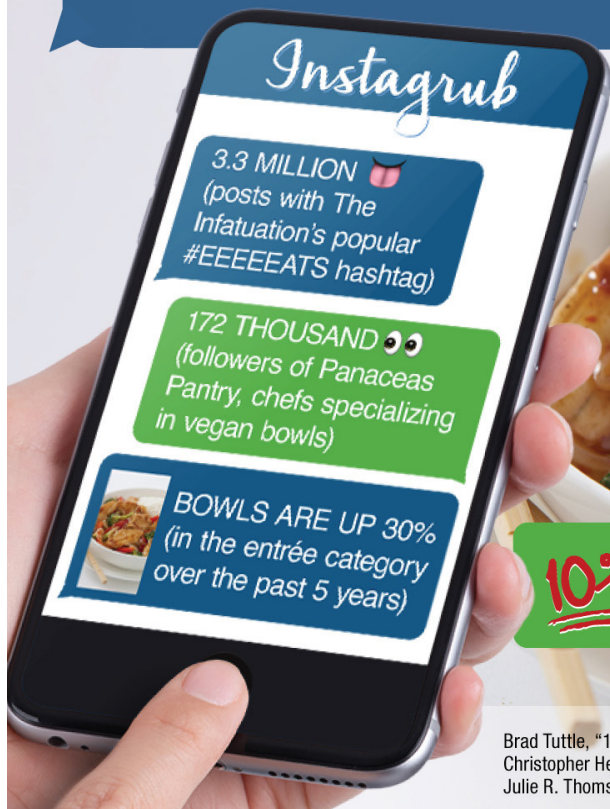
SPOTLIGHT

Creativity, convenience and customization—just a few of the reasons the meal-in-a-bowl trend is here to stay. The category has come a long way since first being popularized by Chipotle’s original “naked” burritos, as chefs have come to embrace the bowl as the ideal vessel for showcasing ingredients with vibrant flavors, colors and textures. Bowls make healthy cuisine fun to eat at any time of day, with such power bowls as poke and ancient grains spotted on menus all over the country. Bowls take global inspiration too, making it easy to add on-trend flavor through sauces, glazes, marinated proteins, seasoned vegetables and grains.

Totally #InstagrammaBOWL!



Culinary shutterbugs are sharing their meals on social media, and the only thing as important as the way a custom bowl tastes is how delicious it looks on camera. Follow this ingredient breakdown to create the ultimate photoworthy meal for your customers.



Brad Tuttle, “12 Things Americans Are Suddenly Buying More Than Ever,” *Time*, March 22, 2016.  
Christopher Heine, “Instagram Now Has More Than 500 Million Monthly Users as Explosive Growth Continues,” *Adweek*, June 21, 2016.  
Julie R. Thomson, “16 Smoothie Bowl Accounts You Should Be Following on Instagram,” *The Huffington Post*, August 11, 2016.

MENU INSPIRATION

CUSTOM CULINARY®  
FEATURED PRODUCTS

- ▶ GOLD LABEL THAI-STYLE RED CURRY SAUCE
- ▶ GOLD LABEL FIRE ROASTED RANCHERO SAUCE
- ▶ GOLD LABEL THAI-STYLE ROASTED PEANUT SAUCE
- ▶ PAN ROAST® LOW SODIUM CHICKEN FLAVORED GRAVY MIX
- ▶ MASTER'S TOUCH® ROASTED GARLIC FLAVOR CONCENTRATE

THAI RED CURRY SHRIMP AND VEGETABLE BOWL Yield: 10 servings

- ½ c Vegetable oil
- 2 c Onions, large diced
- 2 c Carrots, bias cut, thin sliced
- 2 c Bok choy, large diced
- 1 c Red pepper, large diced
- ½ c Green onion, bias cut
- 1½ c 21/25 shrimp, peeled, deveined
- 3 c Custom Culinary® Gold Label Thai-Style Red Curry Sauce
- ¼ c Cilantro or Thai basil, fresh chopped

1. In large sauté pan or wok over high heat, sauté vegetables in oil.
2. Add shrimp, cooking 1–2 minutes until fully cooked.
3. Add Gold Label Thai-Style Red Curry Sauce; cook 30 seconds to heat sauce.
4. Garnish each portion with cilantro or Thai basil.



**Chef's tips:** May substitute chicken, pork, beef or tofu for shrimp, as desired. Serve with any Asian-style rice or noodles.



FlavorIQ™ from Custom Culinary® is a revolutionary approach to product development. Our four-step process delivers fast, intelligent menu innovations to meet your needs. Visit our [website](#) to learn more about Custom Culinary® and FlavorIQ™. © 2016 Custom Culinary

**SOURCES:** Barney Wolf, “Going Bowling,” *QSR Magazine*, March 2016.  
Ellen Byron, “Bowls Are the New Plates,” *The Wall Street Journal*, January 12, 2016.  
Megan Willett, “Ditch the plates, the new trend is eating every single meal out of a bowl,” *Tech Insider*, February 17, 2016.