

Kikkoman.

UNLOCK THE TRENDS
Flavors and Hacks of 2025

With You Today



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WHAT SAUCE(S) ARE ALWAYS IN YOUR KITCHEN?

Let's type in the chat! 



QUALITY PRODUCTS

KIKKOMAN IS NOW AMERICA'S #1 SOY SAUCE

and continuously develops new products to meet growing consumer demand.

Less sodium

Gluten-free

No added preservatives

No MSG

Kosher

Non-GMO

Organic

Vegan

Kikkoman's flavor palate is perfect for all dishes – Asian and beyond. And we are proud to celebrate more than 50 years of brewing soy sauce in the US.





FOODSERVICE SOLUTIONS

Kikkoman has been a dedicated supplier of solutions for chefs and operators for decades. But we're more than the sum of our products. We're a foodservice resource—a partner that's here to help with menu ideas, recipes and information you can use to build your business.

**Tailored Solutions
for Every Need:**
**Our Diverse
Product
Categories**

**Soy Sauce &
Tamari**



**Teriyaki
Sauces**



**Less Sodium
Sauces**



**Gluten-Free
Sauces**



**Asian Sauces &
Ramen Soup Base**



**Pearl Organic
Soy milk**



DIVERSE PRODUCT CATEGORIES



Vegan



PANTRY MUST-HAVE



GLUTEN-FREE

LESS SODIUM



Spicy Asian sauces and flavors, like red and green curry, gochujang, kung pao, and cayenne are trending on C&U menus.

▪ The most common global sauces are becoming less prevalent on menus, suggesting an opportunity for innovation within these flavor profiles.

GLOBAL SAUCES & FLAVORS

TOP ranked by penetration	PENETRATION	1-YEAR GROWTH	4-YEAR GROWTH	TRENDING ranked by 4-year growth	PENETRATION	1-YEAR GROWTH	4-YEAR GROWTH
Garlic	86.8%	-4%	-3%	Green Curry	6.3%	+67%	+101%
Alfredo	65.4%	+1%	-7%	Red Chile Pepper	6.3%	-9%	+101%
Marinara	57.2%	-17%	-3%	Thai Chili Sauce	6.3%	-9%	+101%
Jalapeno Pepper	56.6%	-11%	-3%	Jackfruit	15.7%	+67%	+80%
Salsa	56.6%	-9%	+7%	Tzatziki	15.1%	-4%	+73%
Balsamic	56.0%	-14%	+13%	Gochujang	11.3%	+29%	+65%
Chipotle	51.6%	-26%	-24%	Red Curry	10.1%	-6%	+46%
Ginger	51.6%	-20%	-16%	Sesame Ginger	14.5%	+35%	+45%
Pesto	50.3%	-7%	-4%	Sweet Chili Sauce	10.7%	+13%	+43%
Cajun	49.1%	-8%	+3%	Mojo	10.7%	-6%	+43%
Cinnamon	49.1%	-17%	-3%	Green Salsa	15.7%	-24%	+40%
Curry	48.4%	-13%	-17%	Turmeric	24.5%	-19%	+35%
Dill	47.8%	-13%	+8%	Kung Pao	15.7%	-	+32%
Hummus	43.4%	-7%	-11%	Cayenne	8.2%	-24%	+31%
Teriyaki	38.4%	-3%	-17%	Queso	22.0%	-8%	+26%

GLOBAL FLAVORS

KR | KEYNOTE REPORT



Asian cuisine is American.

Of the five global regions explored in this report, Asian cuisine is inarguably the most favored overall by consumers. 38% of consumers' last global dish (beyond mainstream Italian, Mexican, and Chinese) was Asian-influenced, notably higher than all other global regions. The cuisine of the East also enjoys the highest consumer consumption frequency and experienced the greatest increase in overall consumption within the past year. Additionally, consumers consider Asian cuisine to be healthier and easy to find in their area than the other cuisines explored in this report.

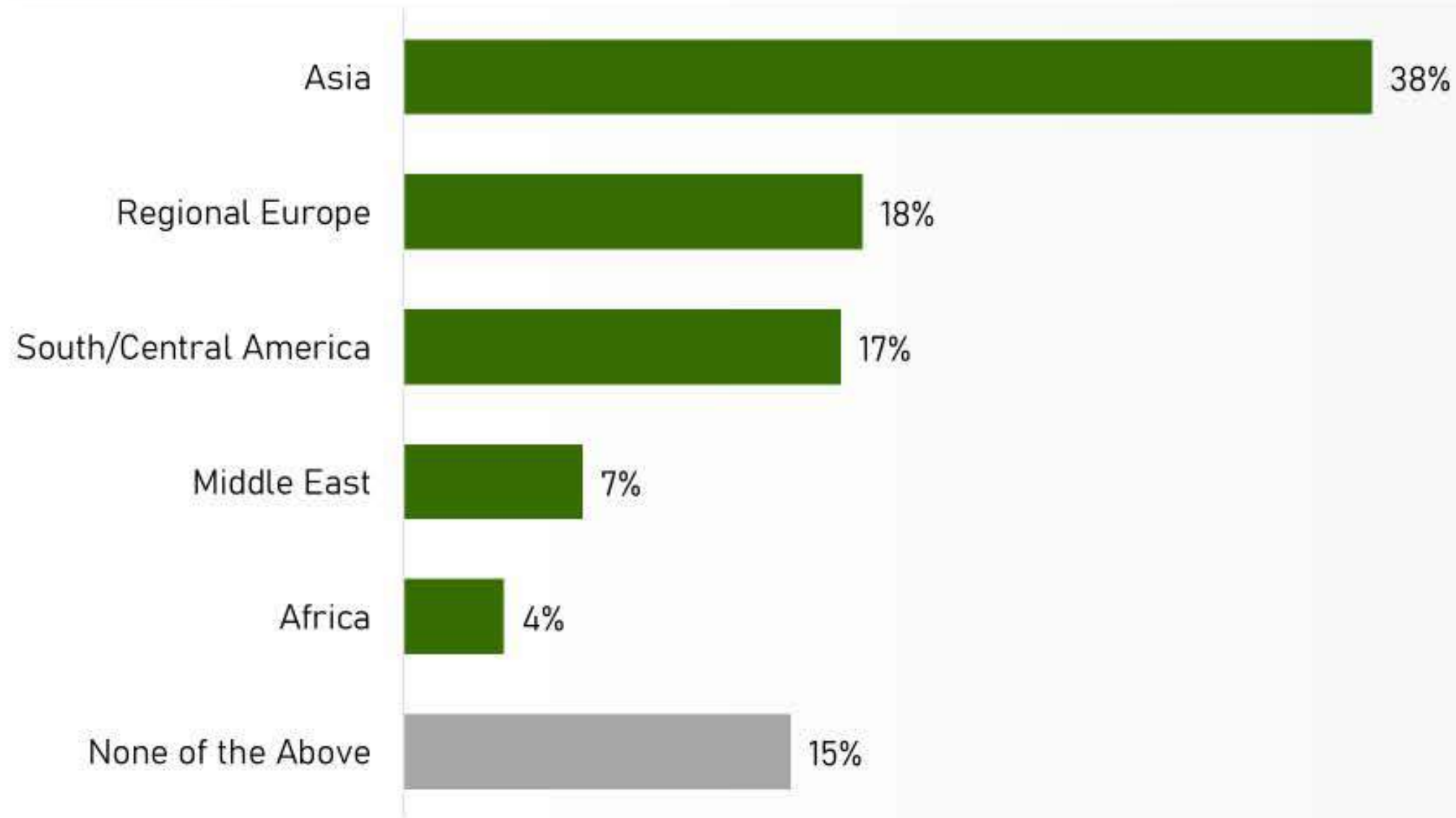
One insight, however, really demonstrates the power Asian cuisine has in the US and that is its generational exposure. Consumers young, old, and everything in between all have relatively comparable visitation experience when it comes to whether they have dined at an Asian restaurant before or not. Most have dined at one before regardless of age, which certainly isn't the case for the other global regions featured. All in all, Asian cuisine is an integral part of the American diet.

	Gen Z	Millennial	Gen X	Boomer+
Asia	56%	59%	56%	58%
Regional Europe	28%	43%	46%	52%
South/Central America	31%	34%	27%	23%
Middle East	22%	30%	23%	21%
Africa	20%	19%	14%	9%
None of the above	15%	17%	24%	25%
	178	447	480	395

D2: Have you ever been to an ethnic restaurant that specializes in the cuisines of any of the following regions?

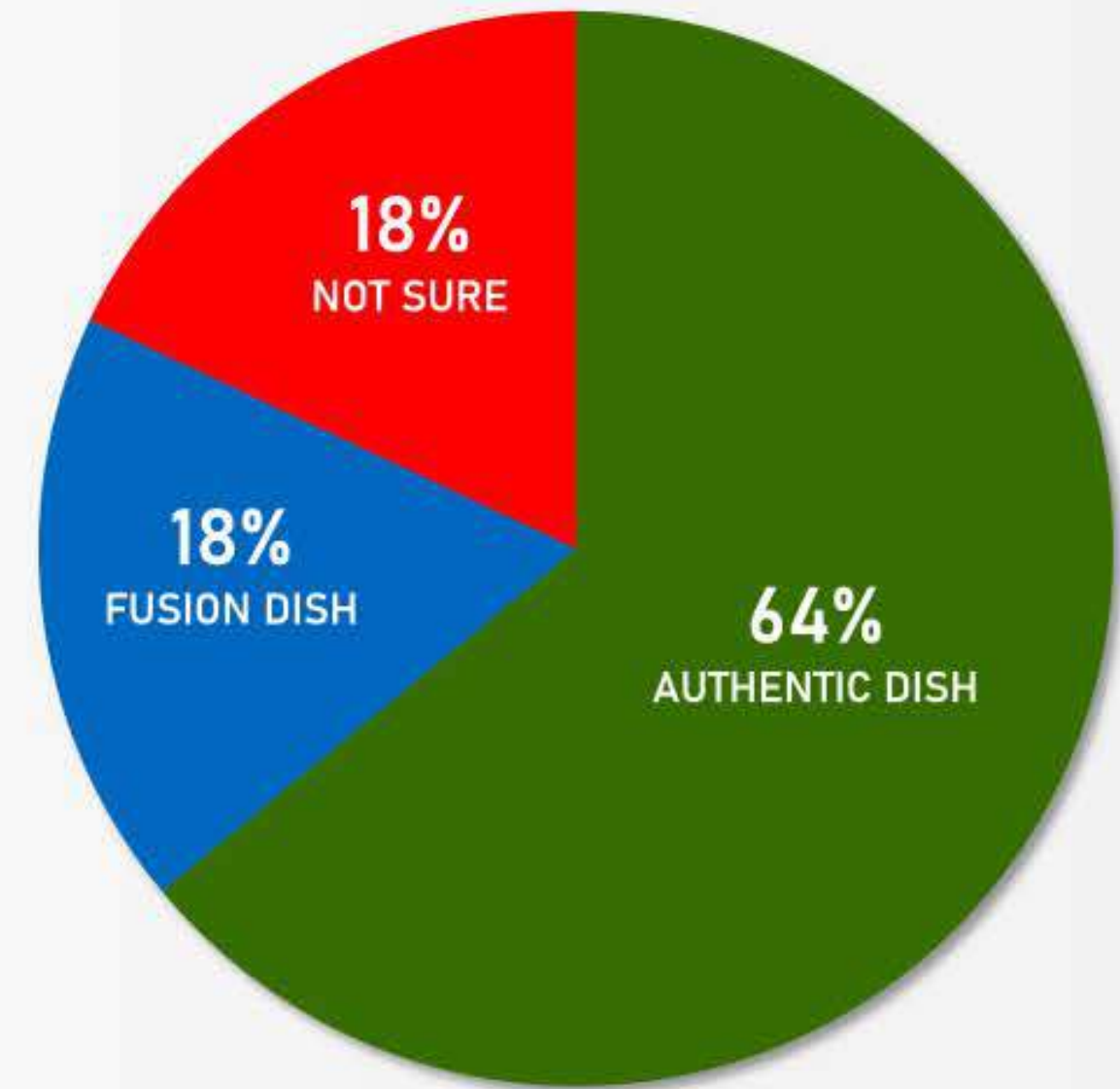
Nearly two-thirds of consumers' last globally-influenced dish was authentically prepared. Asian cuisine dominates these last global dishes consumed, although European and Latin American cuisines were also relatively prominent.

Consumers' Last Global Dish, Region of Global Influence



A2: [Among consumers who had a globally-influenced food within the past 2 weeks] Thinking back to this last globally-influenced item, which best describes the region of the global influence?

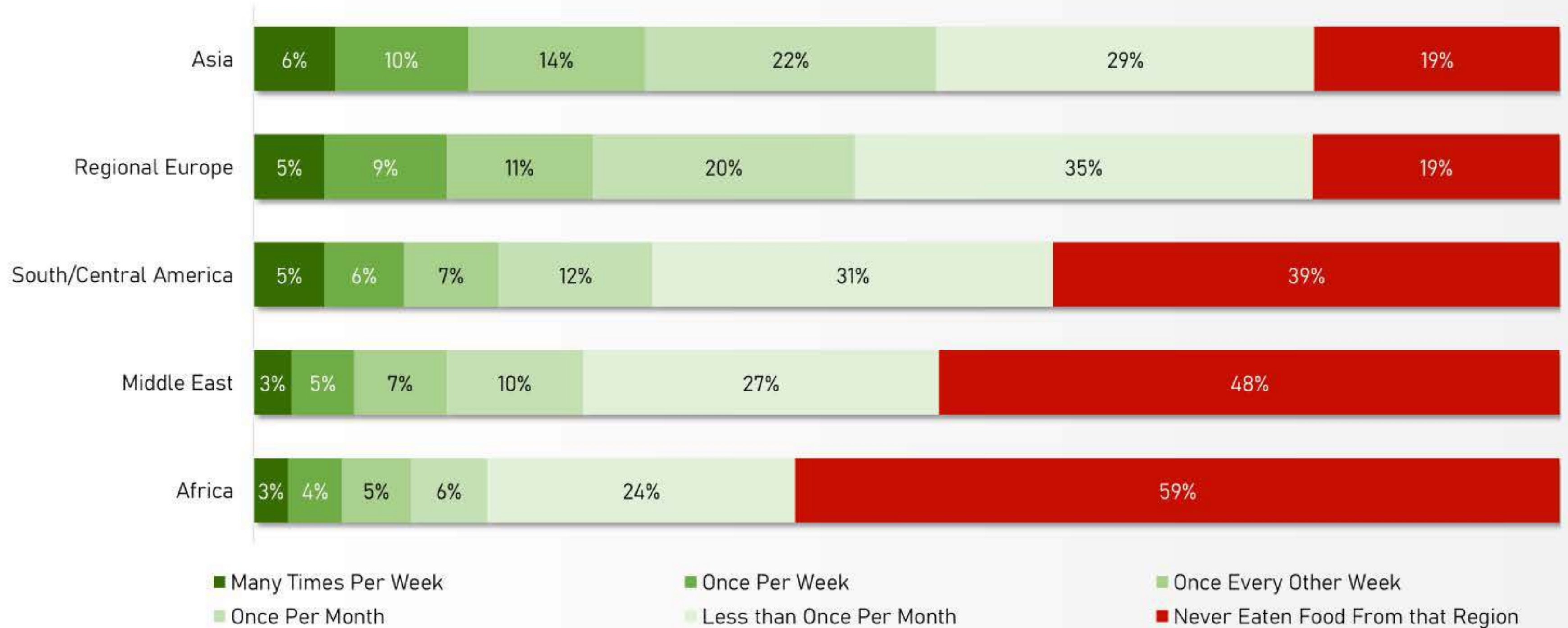
Consumers' Last Global Dish, Authenticity



A3: Which of the following best describes this last globally-influenced item?

Consumers most frequently consume Asian and regional European cuisines.

Nearly half of all consumers have never had Middle Eastern food, while over half have never had an African-inspired dish.



B2: In general, how often would you say you eat foods that are influenced by each of the following regions?

COLLEGE & UNIVERSITY



KIKKOMAN®



DATASSENTIAL
Global Food & Beverage Intelligence

Venues Offered

2024

All-campus dining hall 88%

Campus coffee shop 87%

Campus convenience stores 62%

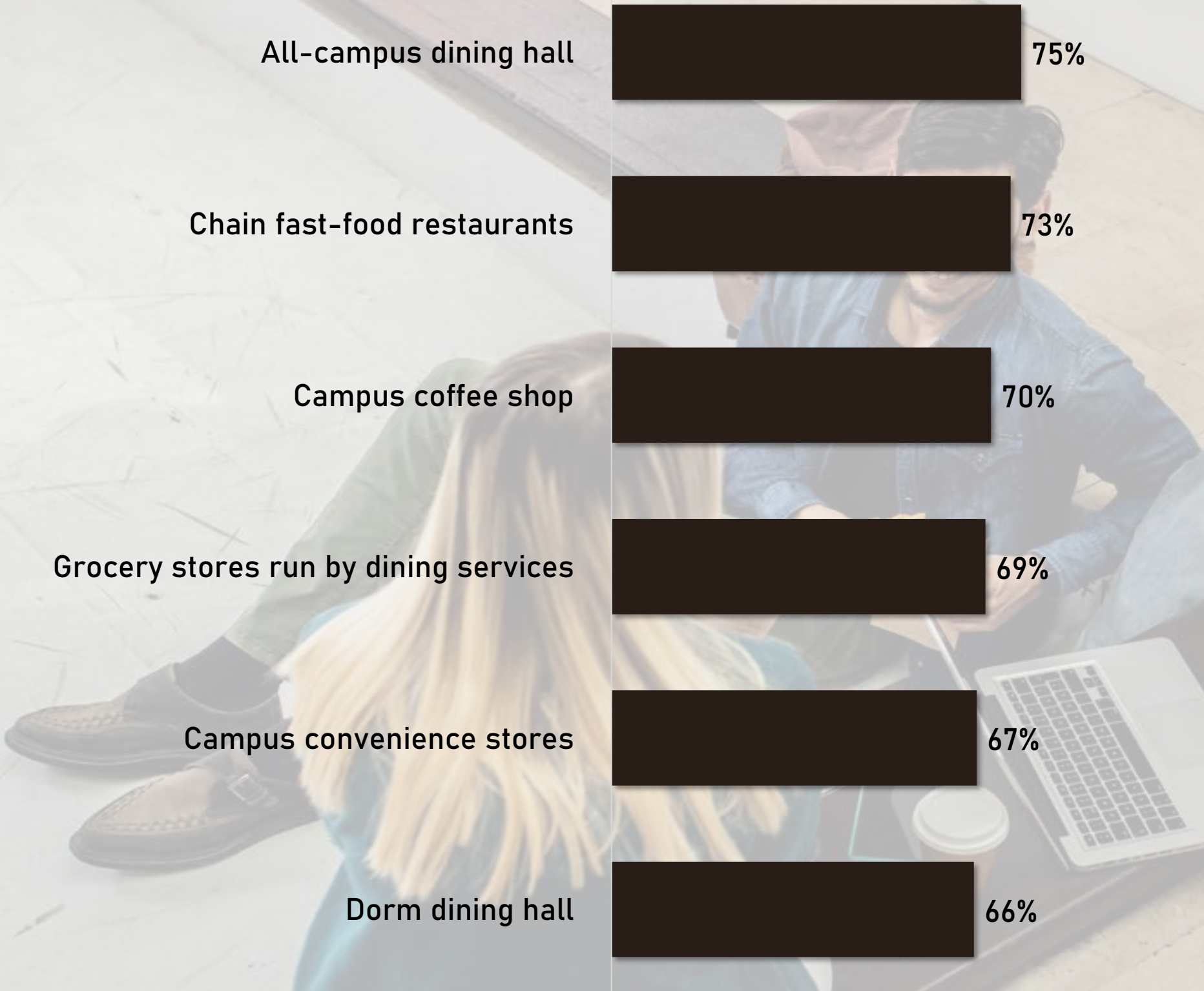
Kiosks with grab-and-go food 46%

Dietary restriction-specific dining locations 37%

Allergy-specific dining locations 33%

Student dorms with full kitchens 28%

Dining Venue Visitation – Past Week

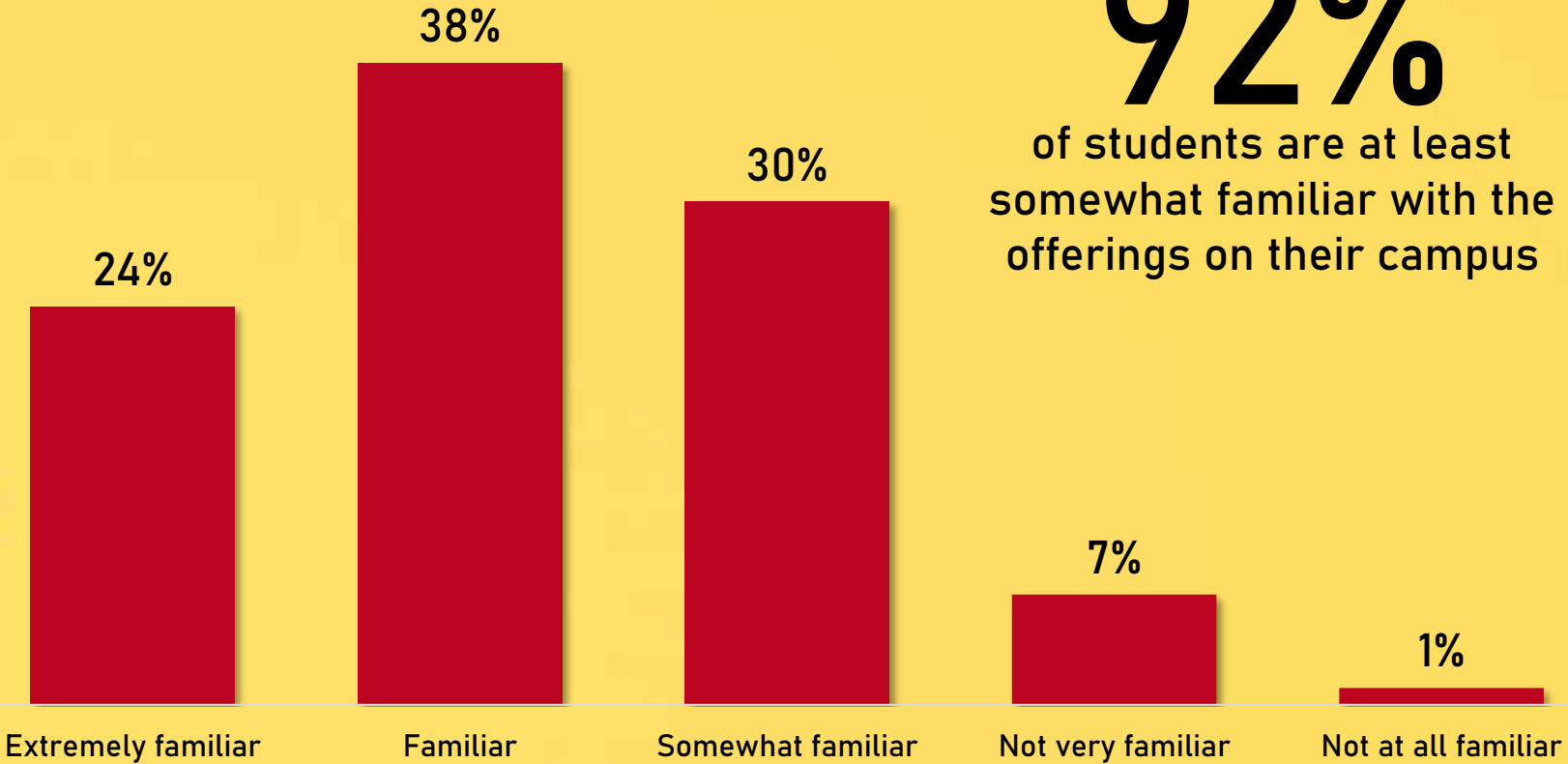


B5: How often would you say you use each of the dining options your college offers?

Student Familiarity of Campus Offerings

92%

of students are at least somewhat familiar with the offerings on their campus



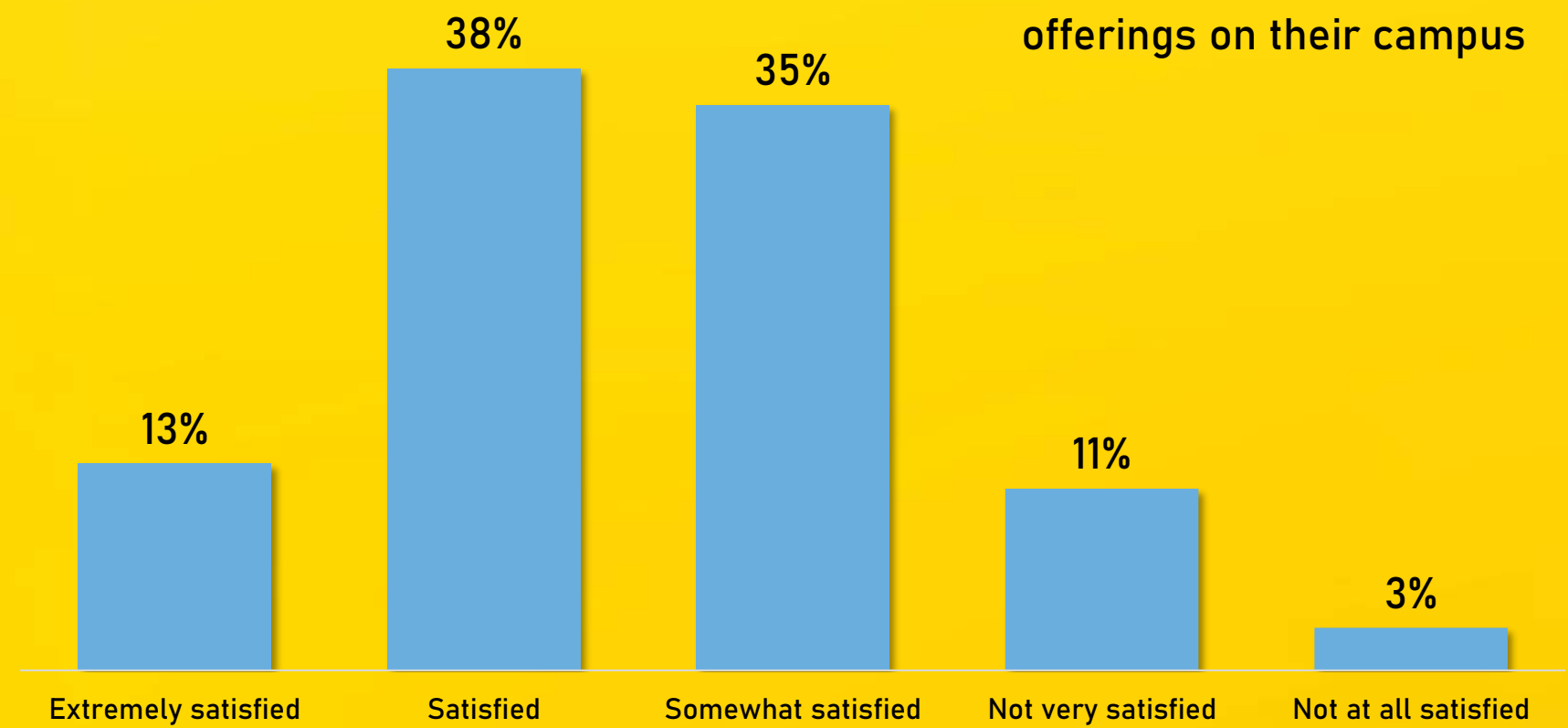
B1: How familiar are you with the dining options available on your college campus?



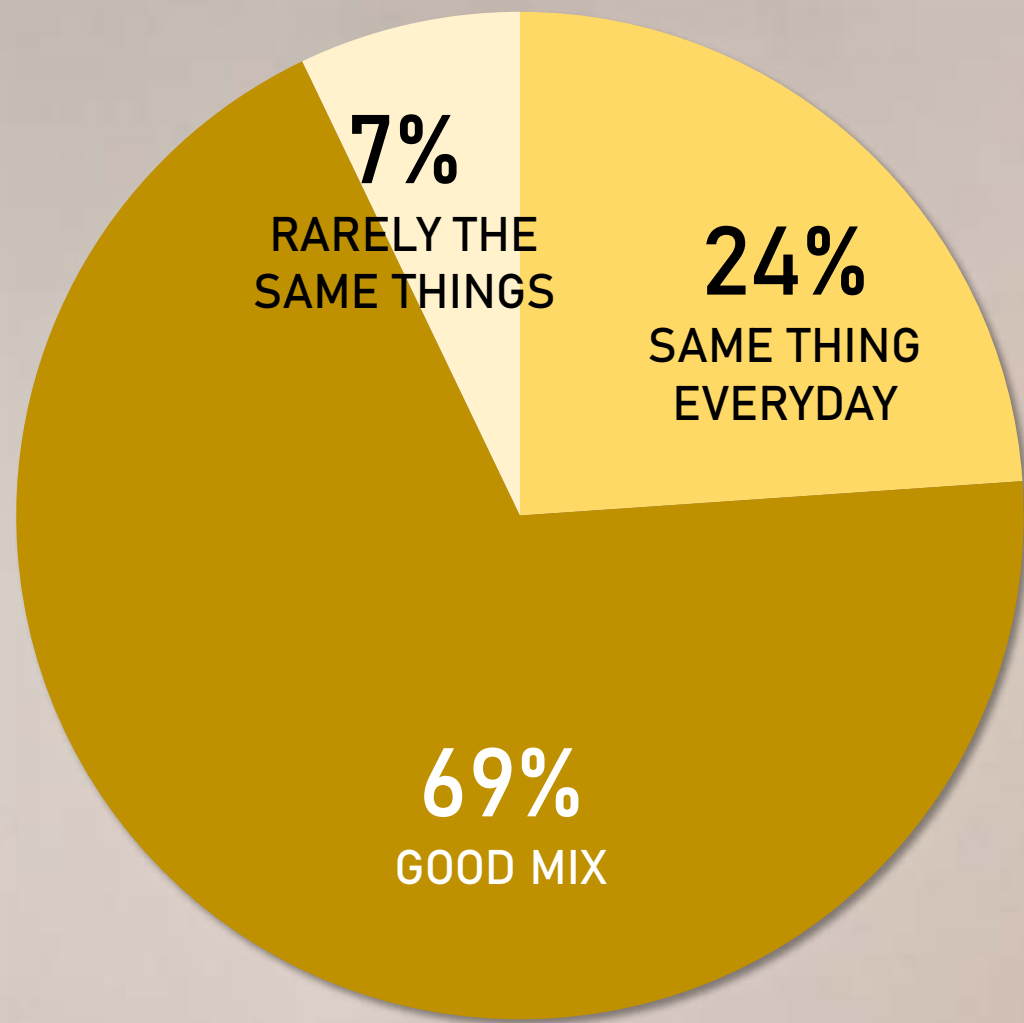
Overall Student Satisfaction

86%

of students are at least somewhat satisfied with the offerings on their campus



B2: When it comes to your college's dining offerings OVERALL, how satisfied are you?



B3: When it comes to the VARIETY of options offered by your college's dining, which best captures your opinions?

Interest in Adding Dining Venues

READY TO EAT

Option to use meal plan money off-campus

59%

Campus convenience stores

58%

Food trucks

58%

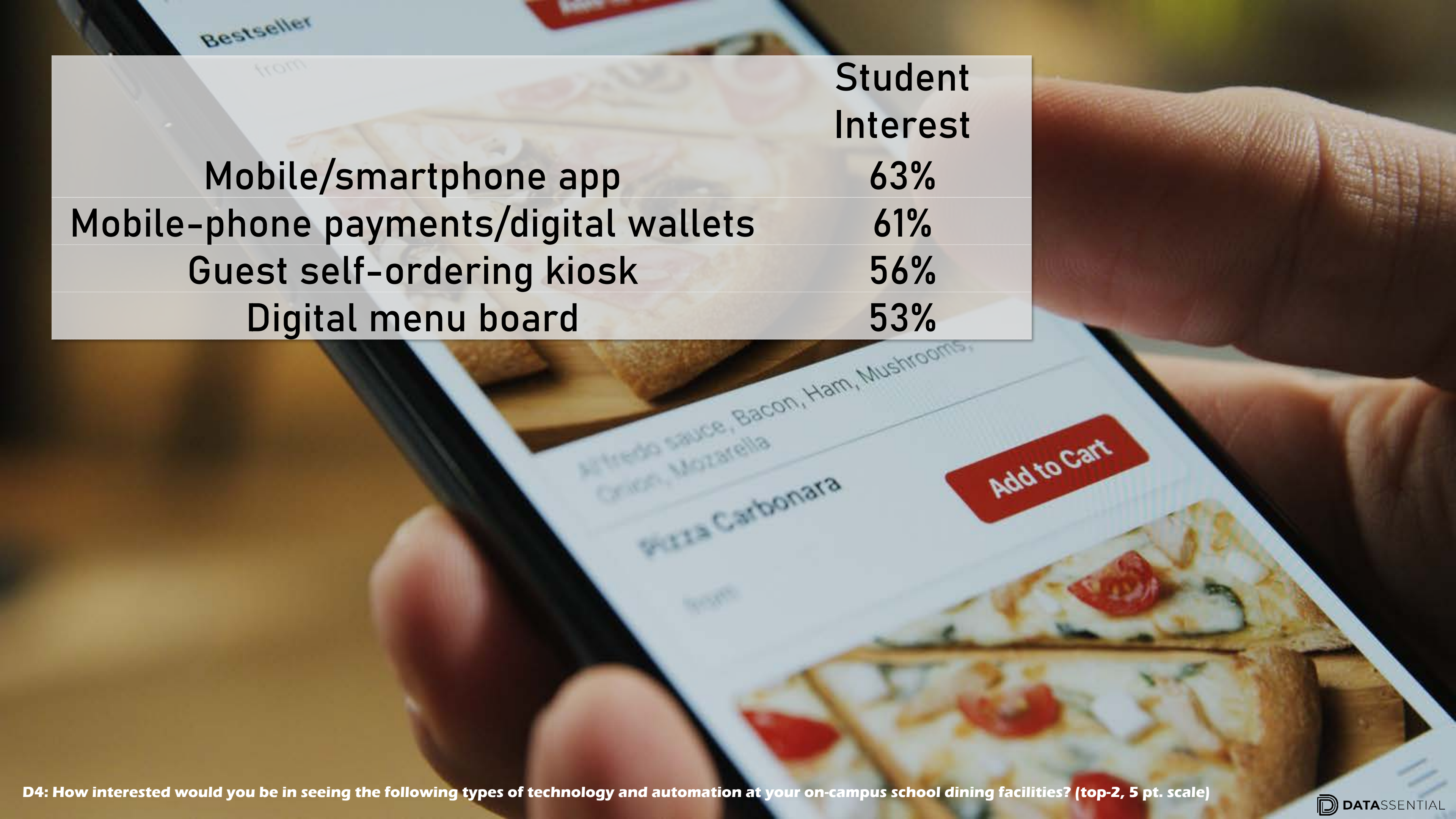
Kiosks with grab-and-go food

55%

On-campus farmers' market

55%

B7: How interested would you be in your college ADDING the below dining options? (top-2, 5 pt. scale; among those who don't currently have at their school)



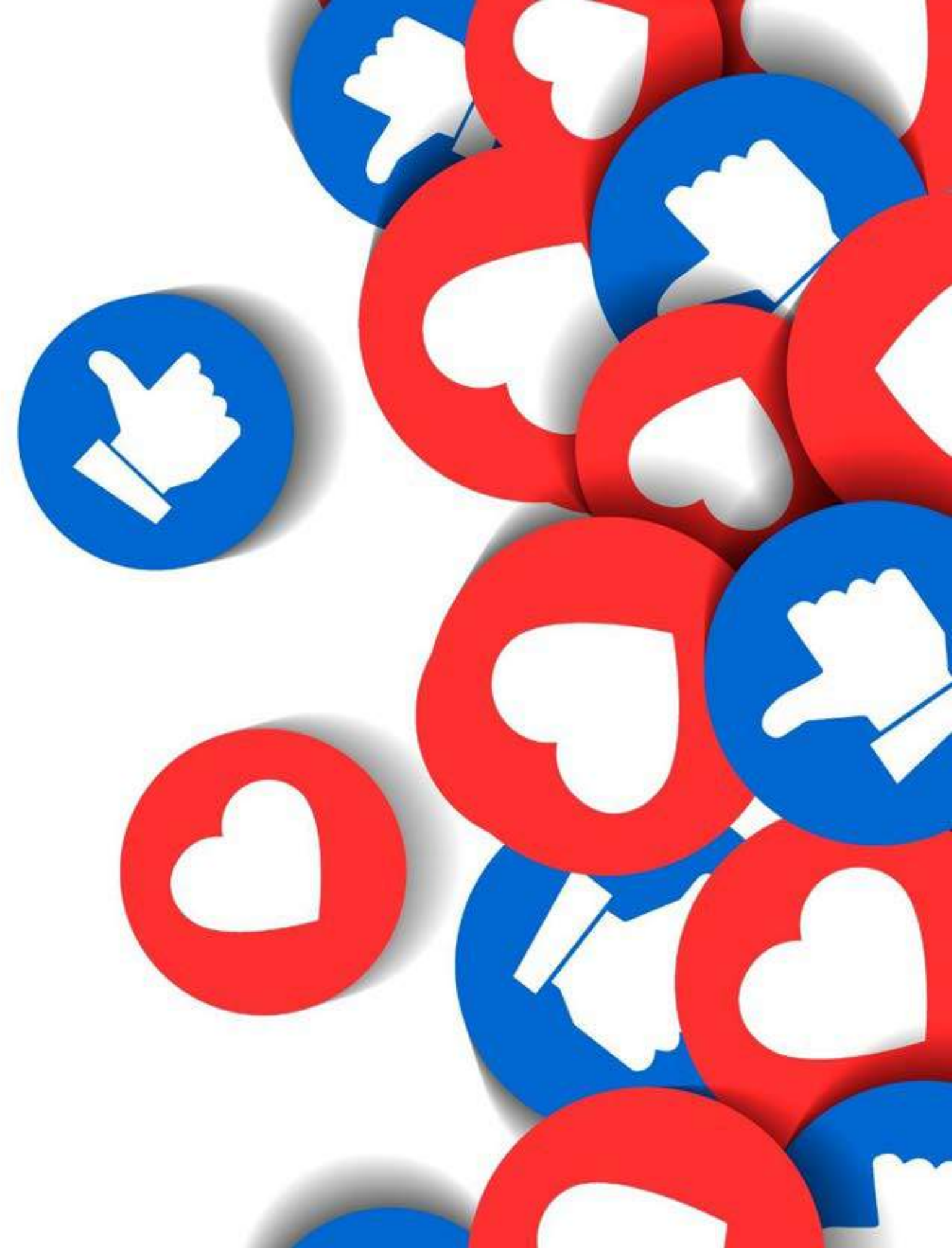
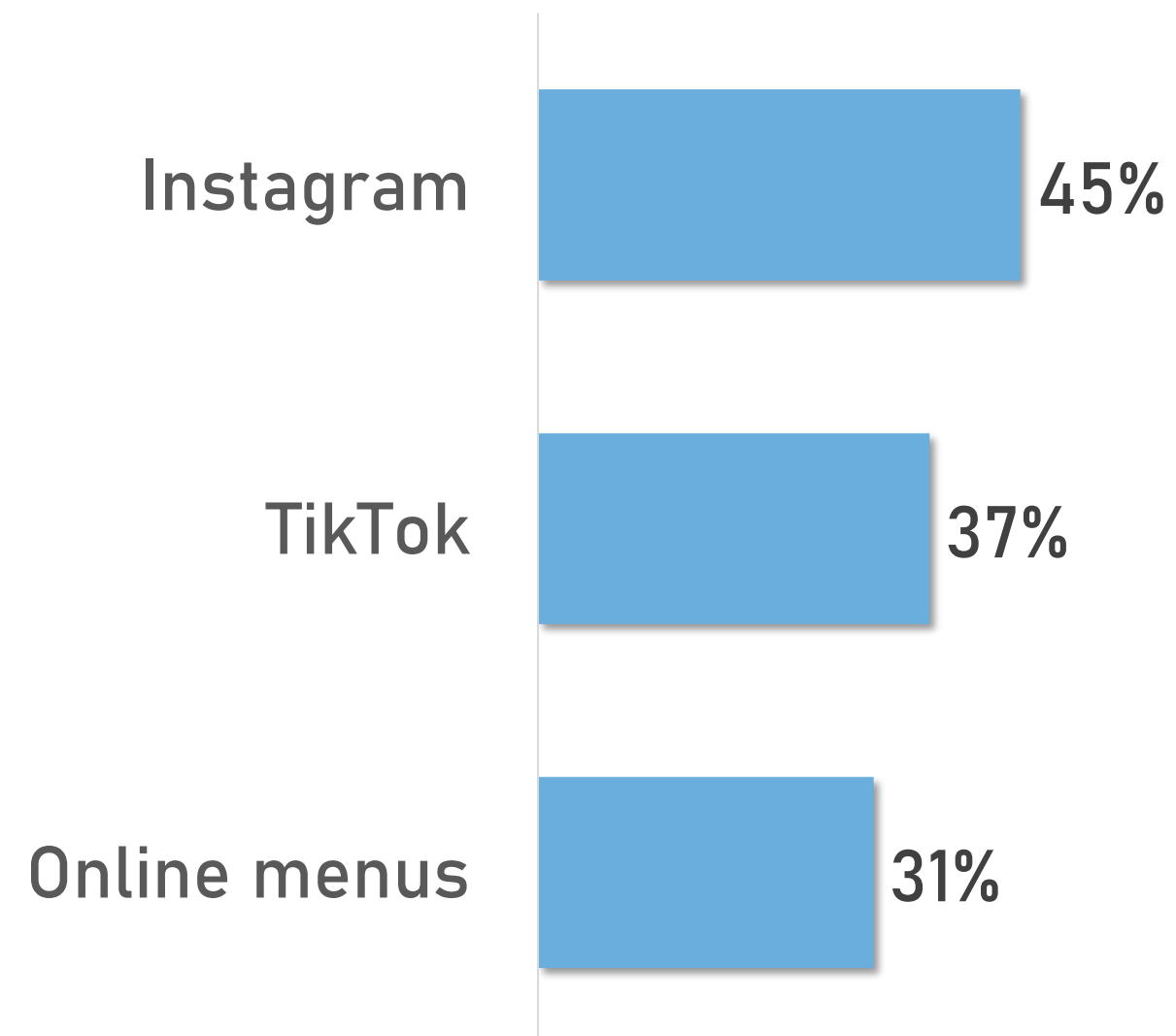
	Student Interest
Mobile/smartphone app	63%
Mobile-phone payments/digital wallets	61%
Guest self-ordering kiosk	56%
Digital menu board	53%

D4: How interested would you be in seeing the following types of technology and automation at your on-campus school dining facilities? (top-2, 5 pt. scale)

	Student Interest	Operators Currently Offering
Mobile/smartphone app	63%	39%
Mobile-phone payments/digital wallets	61%	42%
Guest self-ordering kiosk	56%	24%
Digital menu board	53%	66%

D4: How interested would you be in seeing the following types of technology and automation at your on-campus school dining facilities? (top-2, 5 pt. scale)

Marketing Platform Exposure with Dining Services



Breakfast Meats

Bacon 
Turkey Bacon

Breakfast Entrees

Blueberry Pancakes   
Pancakes     
Scrambled Eggs  

Breakfast Bakery

Assorted Donuts     
Assorted Muffins     
Biscuits  
Chocolate Filled Croissant  

DD Croissant   

Breakfast Misc

Soups

Broccoli Cheddar Soup   
Moroccan Lentil Soup  

Lunch & Dinner Entrees

Bean Sprouts 
Bok Choy With Garlic  
Chicken Teriyaki Dumpling  
Crispy Tofu    
Fried Rice   
Gochujang Sauce (sesame)  

Kim Chi  
Orange Chicken    
Pickled Cucumbers
Scallions 
Shredded Carrots 
Spicy Pickles 
Vegetable Spring Roll   

Soups

Broccoli Cheddar Soup   
Moroccan Lentil Soup  

Lunch & Dinner Entrees

Basmati Rice  
Chana Masala 
Pakora with Chickpea Flour  

Samosa   
Tandoori Chicken 

Desserts

Boston Cream Pie    
Brownie    
Chocolate Chip Cookies   

Rice Krispie Treats    
Snickerdoodle Cookies   

WE'RE GOING CASHLESS!



COMING TO CAMPUS DINING AND STORE LOCATIONS IN FALL 2024



sucampusdining • [Follow](#)



sucampusdining Beginning at the start of the Fall 2024 semester, all Syracuse University Campus Dining and Campus Store locations will operate on a fully cashless basis.

- Dining and retail locations will continue to accept all major credit and debit cards, 'CUSE Cash, Dining Dollars (where applicable) and Google Pay/Apple Pay (where available). To learn more about how to manage your Meal Plan Dining Dollars and 'CUSE Cash, visit our website.

44w



25 likes

April 26, 2024



Add a comment...

Post

Are You Vegan or Vegetarian?

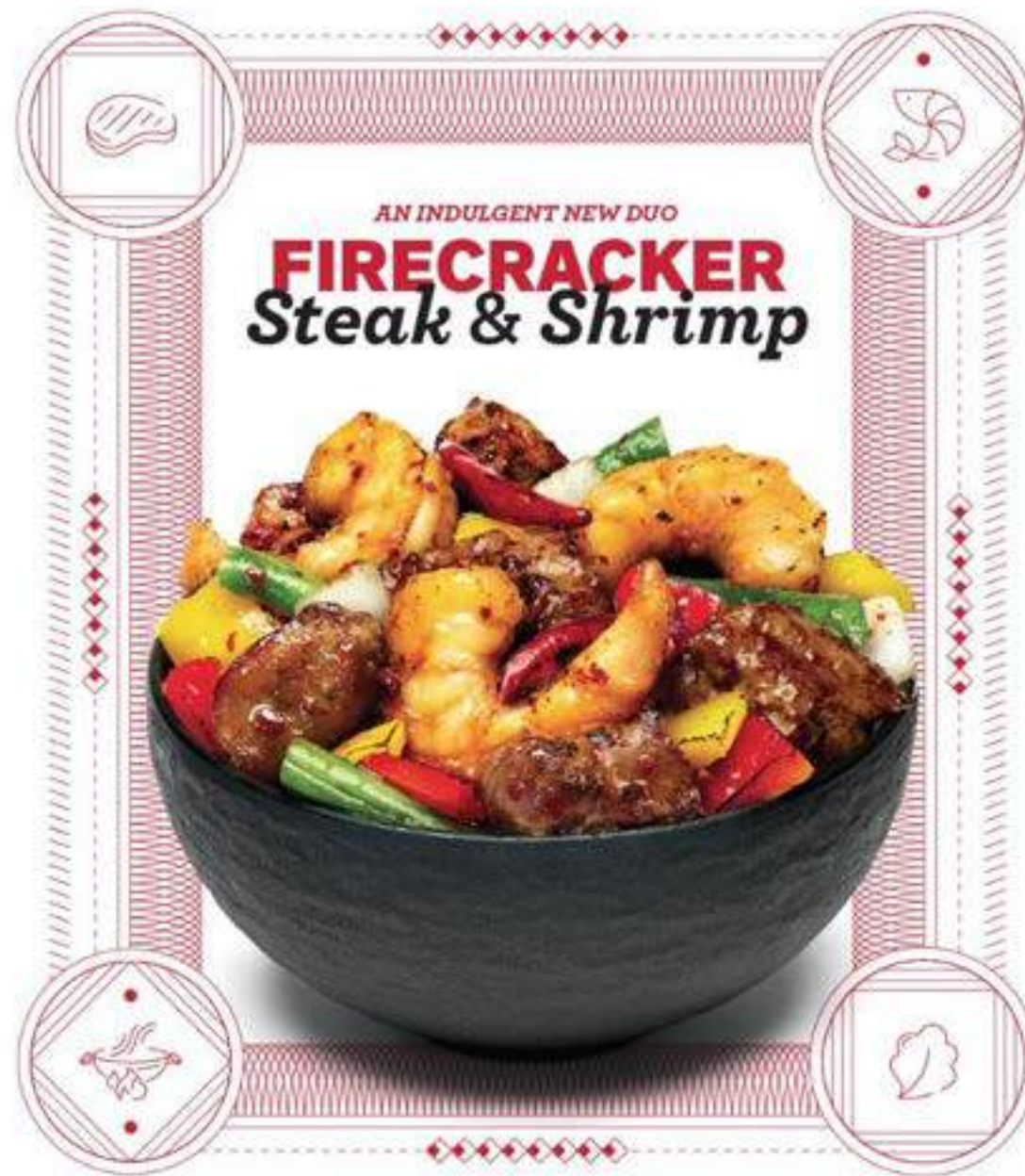
Join our vegan/vegetarian focus group to share your experiences and provide recommendations.

Friday, April 26

12 p.m. - 1 p.m.

Register at mealtalk@syr.edu

LUNCH PROVIDED



BEYOND MEAT™



**THIS MEAL
FIGHTS CLIMATE
CHANGE.**

MENU CHANGES CONSIDERED DUE TO STUDENT INTEREST

43%

more locally sourced items

40%

expanding plant-based offerings

31%

more global flavors

Are you doing or considering doing any of the below things because your students are interested in them?
among C&U operators

Famous Dave's SMOKED BRISKET EGG ROLLS

TOTAL US CONSUMERS	% LOVE
American Food	64%
Italian Food	58%
Mexican Food	58%
Chinese Food	50%
Southern Food	43%

COLLEGE CAFETERIA USERS	% Love
Chinese Food	61%
Mexican Food	59%
American Food	58%
Italian Food	57%
Asian Food	49%





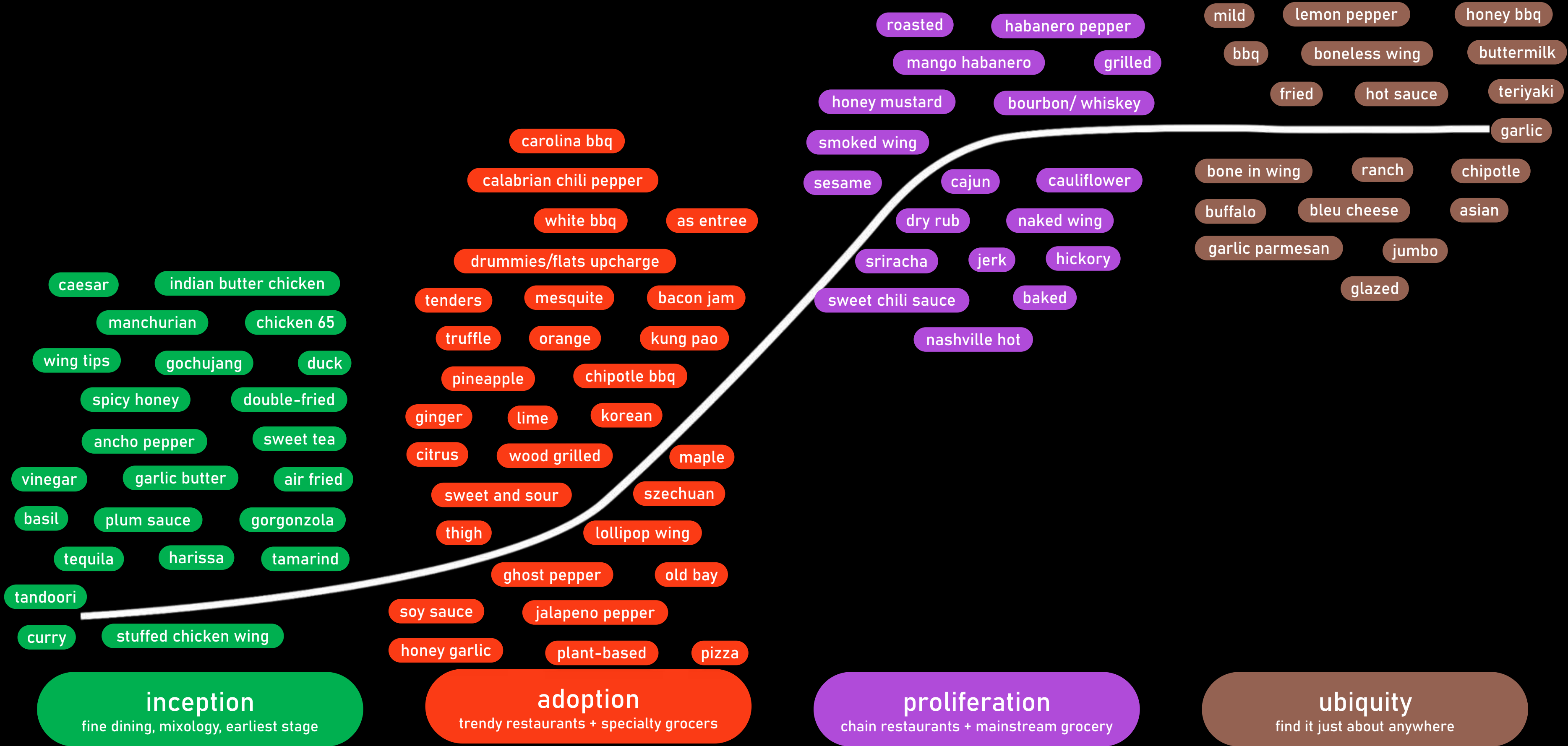
60%

Student interest in theme days or special events

COLLEGE CAFETERIA USERS - % LOVE

PASTA	68%
PIZZA	68%
TACO	65%
FRIED CHICKEN SANDWICH	60%
CHEESEBURGER	59%
CHICKEN TENDERS	59%
CHICKEN WINGS	58%
SPAGHETTI	58%
CHICKEN SANDWICH	57%
GRILLED CHEESE SANDWICH	57%

CHICKEN WINGS



CHICKEN WINGS

indian butter chicken

- manchurian
- chicken 65
- wing tips
- gochujang
- duck
- spicy honey
- double-fried
- ancho pepper
- sweet tea
- vinegar
- garlic butter
- air fried
- basil
- plum sauce
- gorgonzola
- tequila
- harissa
- tamarind
- tandoori
- curry
- stuffed chicken wing

korean

- carolina bbq
- calabrian chili pepper
- white bbq
- as entree
- drummies/flats upcharge
- tenders
- mesquite
- bacon jam
- truffle
- orange
- kung pao
- pineapple
- chipotle bbq
- ginger
- citrus
- maple
- sweet and sour
- szechuan
- thigh
- lollipop wing
- ghost pepper
- old bay
- soy sauce
- jalapeno pepper
- honey garlic
- plant-based
- pizza

nashville hot

- roasted
- habanero pepper
- mango habanero
- grilled
- honey mustard
- bourbon/ whiskey
- smoked wing
- sesame
- cajun
- cauliflower
- dry rub
- naked wing
- sriracha
- jerk
- hickory
- sweet chili sauce
- baked

teriyaki

- mild
- lemon pepper
- honey bbq
- bbq
- boneless wing
- buttermilk
- garlic
- bone in wing
- ranch
- chipotle
- buffalo
- bleu cheese
- asian
- garlic parmesan
- jumbo
- glazed


inception
fine dining, mixology, earliest stage

adoption
trendy restaurants + specialty grocers

proliferation
chain restaurants + mainstream grocery

ubiquity
find it just about anywhere

COLLEGE CAFETERIA USERS - % LOVE - PROLIFERATION



STREET TACO	48%
TEXAS BBQ	44%
STUFFED CRUST PIZZA	43%
CARNE ASADA	41%
STEAK BURGER	40%
SUSHI	40%
CHICKEN STRIP SANDWICH	39%
GENERAL TSO	39%
STUFFED PIZZA	39%
BURRITO BOWL	38%

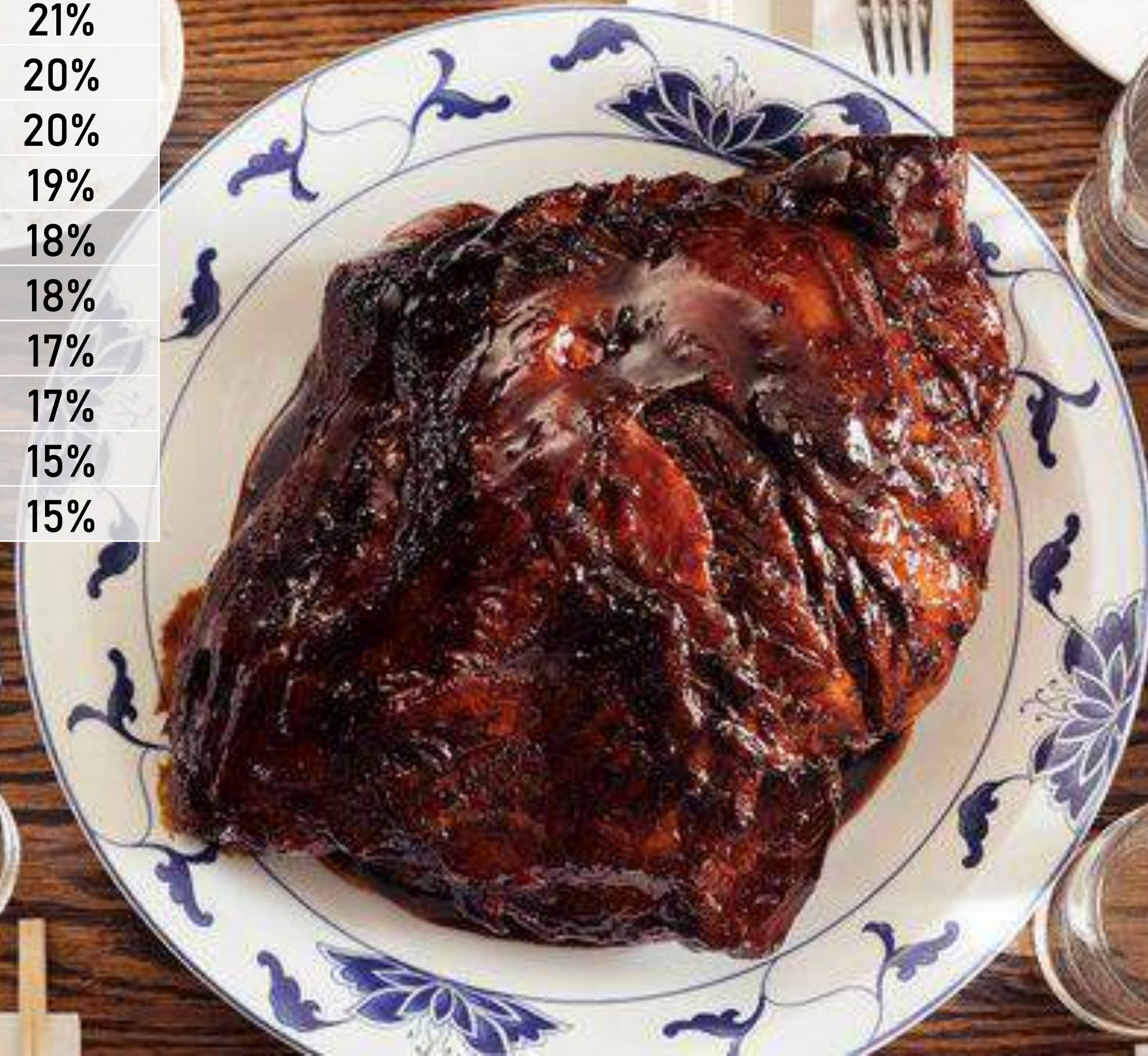
COLLEGE CAFETERIA USERS - % LOVE - ADOPTION


BRICK OVEN PIZZA	44%
NOODLE BOWL	36%
SESAME CHICKEN	32%
SUSHI ROLL WITH RAW FISH	32%
ARROZ CON POLLO	29%
BUTTER CHICKEN	29%
CHIMICHANGA	29%
CREPE	29%
CILANTRO LIME CHICKEN	28%
EMPANADA	28%



COLLEGE CAFETERIA USERS - % LOVE - INCEPTION

STUFFED SHRIMP	21%
KATSU	20%
VEGETABLE STEAK	20%
CHINESE BBQ	19%
SAVORY PANCAKE	18%
ST. LOUIS-STYLE PIZZA	18%
JAPANESE CURRY	17%
VINDALOO	17%
KOFTA	15%
TIBS	15%





43%

of students call themselves a "foodie"

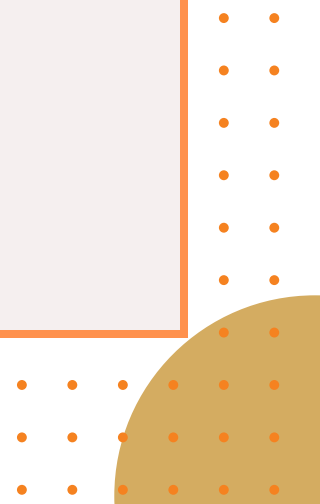


Kikkoman Sales U.S.A

Sauce Hacks

Presented By:

Kikkoman Sales U.S.A
Chef Andrew Hunter





Preparations



The preparation method is the same for all Sauce Hacks, there's never any cooking and only rarely any chopping!

Preparing Sauce Hacks is as simple as 1-2-3!



Assemble and measure ingredients.



Combine ingredients in a bowl and whisk together.



Use Sauce Hacks in dozens of preparations to make your food even more delicious than it already is! Kikkoman is your partner in delicious foodservice applications.

HOISIN

Hoisin, known for its sweet and tangy flavor, is loved or liked by at least a fifth of college cafeteria diners and is gaining traction on restaurant menus, suggesting that its appeal is expanding beyond traditional Asian cuisine. On menus, it appears in a variety of dishes, from summer rolls and calamari to sub sandwiches, demonstrating how its versatility enhances its adoption across different formats. Its growing presence indicates opportunities for further innovation, such as hoisin-based sauces for roasted meats, dipping sauces for plant-based appetizers, or fusion condiments for burgers and wraps.



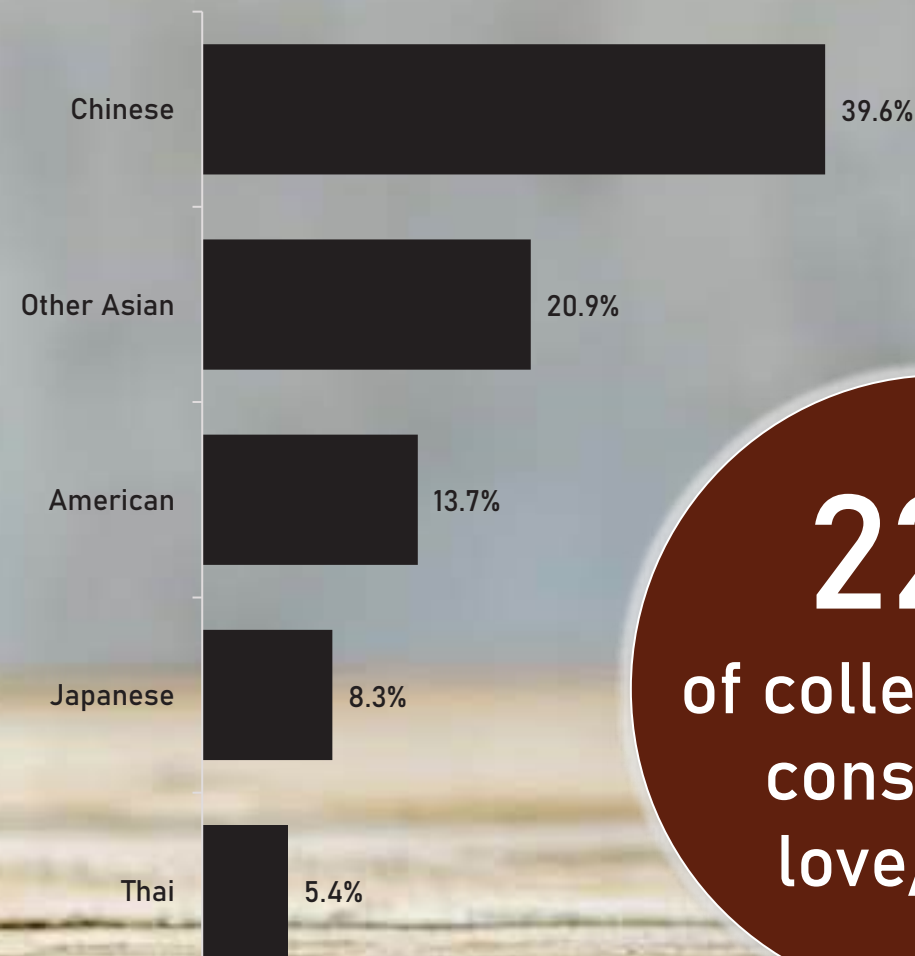
+2%
more consumers
"love it" in the last
two years

4.0%
penetration on
menus

+8%
growth on menus
in the last 10 years

22%
of college dining
consumers
love/like it

DISTRIBUTION BY CUISINE

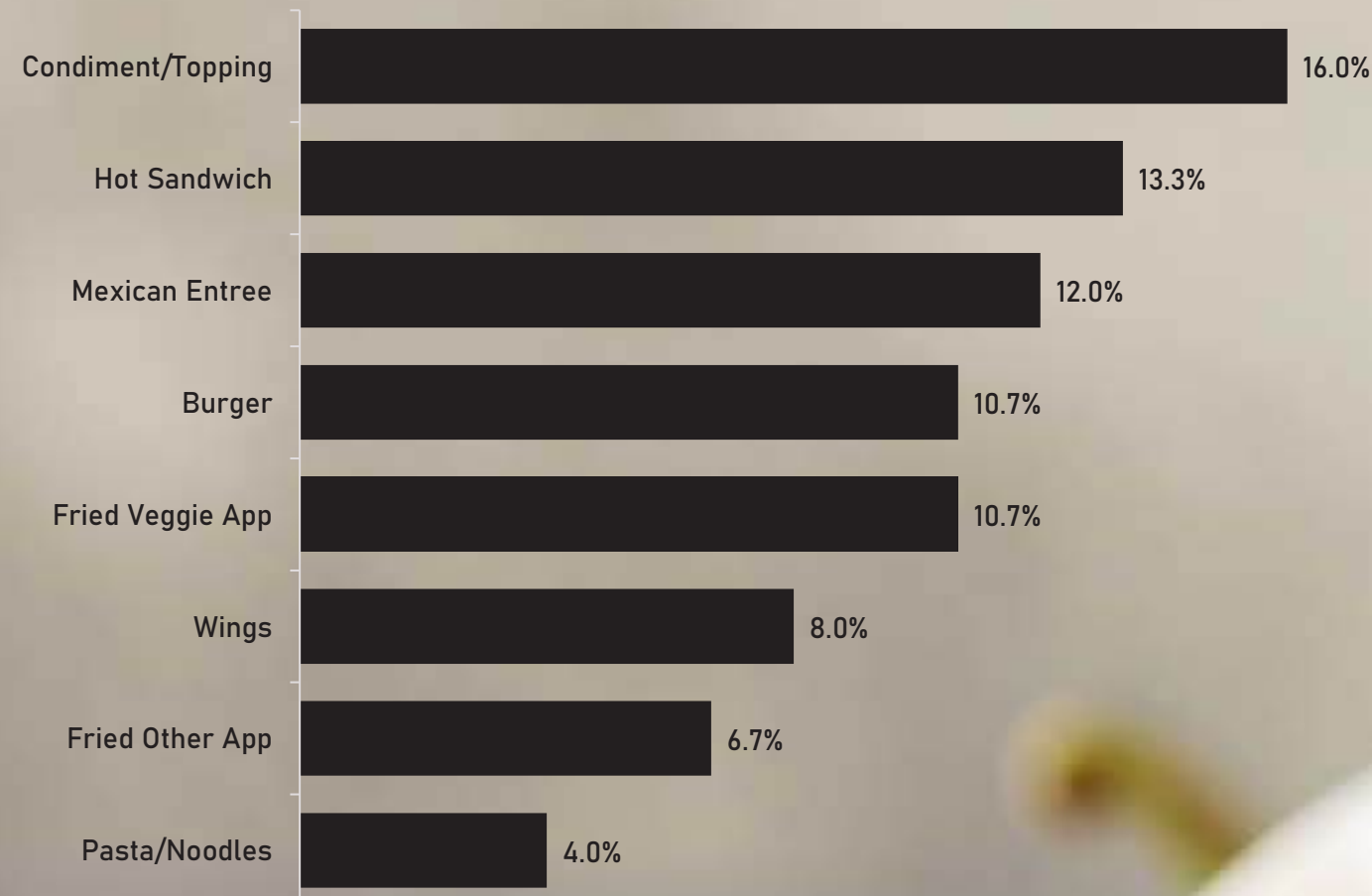


Restaurant	Item	Description
Bamboo Cuisine	Mu Shu Beef	beef with cabbage, bamboo shoots, black fungus and hoisin sauce wrapped in chinese crepes.
Extreme Pizza	Bahn In The Usa Sub	served with carrots, cilantro, green onions, hoisin sauce, jalapeno, peanuts, shredded pork.
Lam's Garden	Twin Delicacies Of The Sea	whole jumbo shrimp and scallops, stir-fried in spicy hoisin sauce with scallions and onions.
Mesh	Kung Pao Calamari	hoisin slaw, pickled sweet pepper, sesame seed, scallion, chili-garlic sauce.
Orienta Restaurant	Summer Rolls	chilled rice paper rolls with tofu, bean sprouts, rice vermicelli, hoisin sauce and peanut sauce

SRIRACHA RANCH

Sriracha ranch is a growing sauce that follows the sauce fusion trend. By combining ubiquitously familiar ranch dressing with the trendier Sriracha, a unique flavor combination is realized. What makes this sauce a real opportunity is its versatility; it is already being used as a dipping sauce for appetizers, a condiment for sandwiches, and even as a sauce base for pizza and pasta. Furthermore, it is loved or liked by more than a third of college cafeteria consumers, indicating that it resonates strongly with younger diners.

DISTRIBUTION BY ITEM TYPE



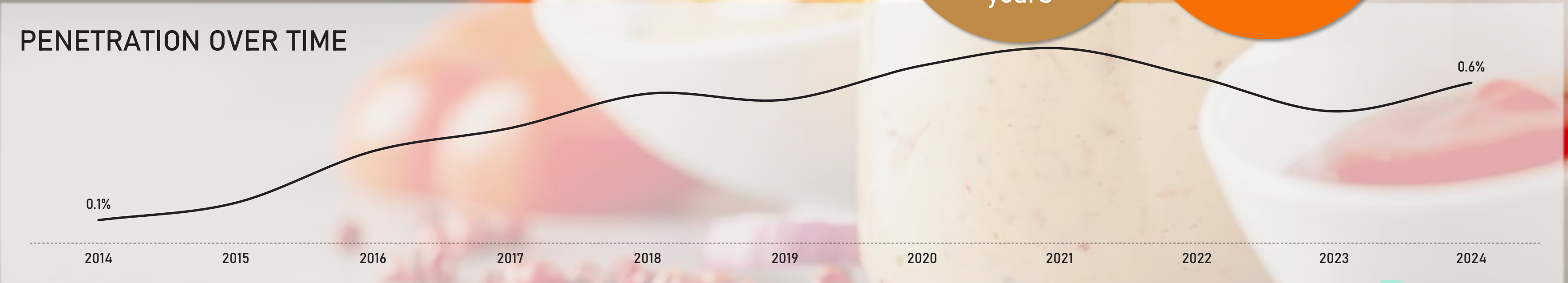
37%
of college dining
consumers
love/like it

+22%
growth on menus
in the last 12
months

+398%
growth on menus
over the last 10
years

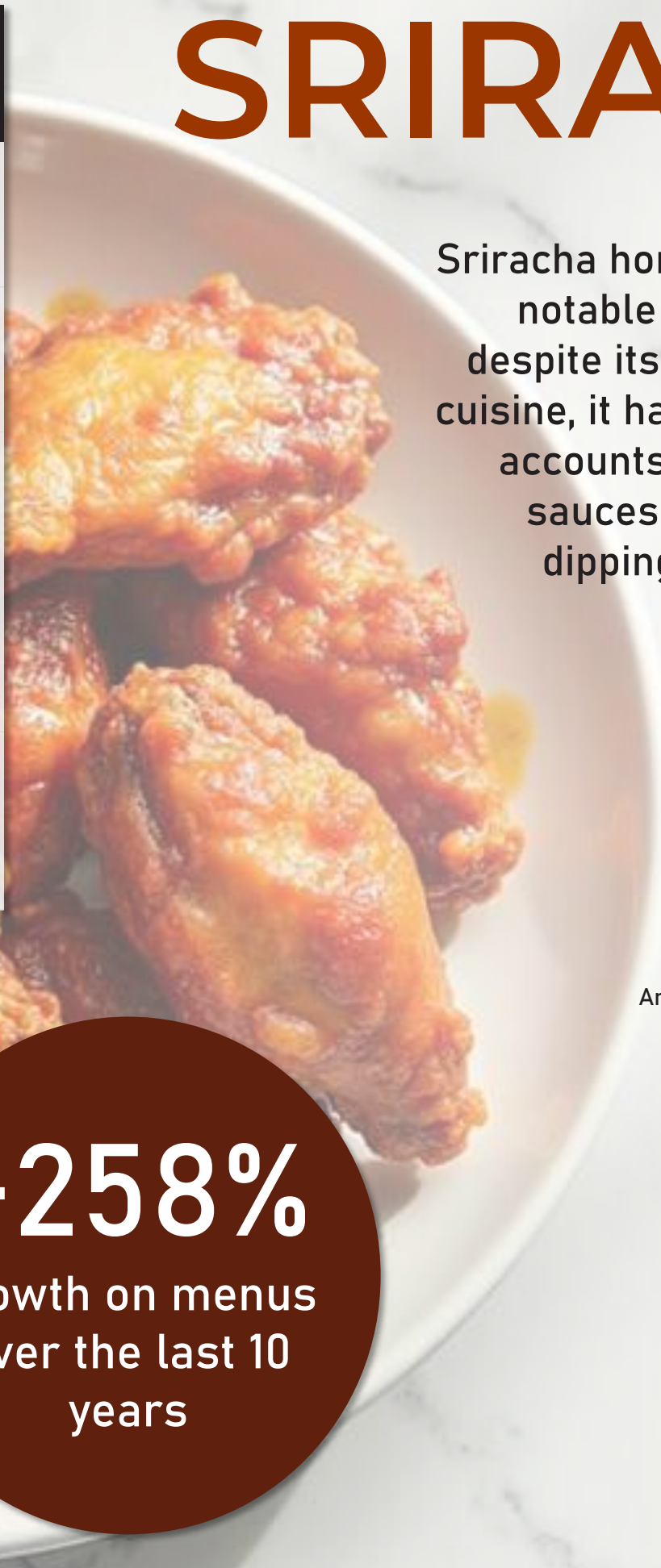
+50%
predicted growth
on menus over the
next 4 years

PENETRATION OVER TIME



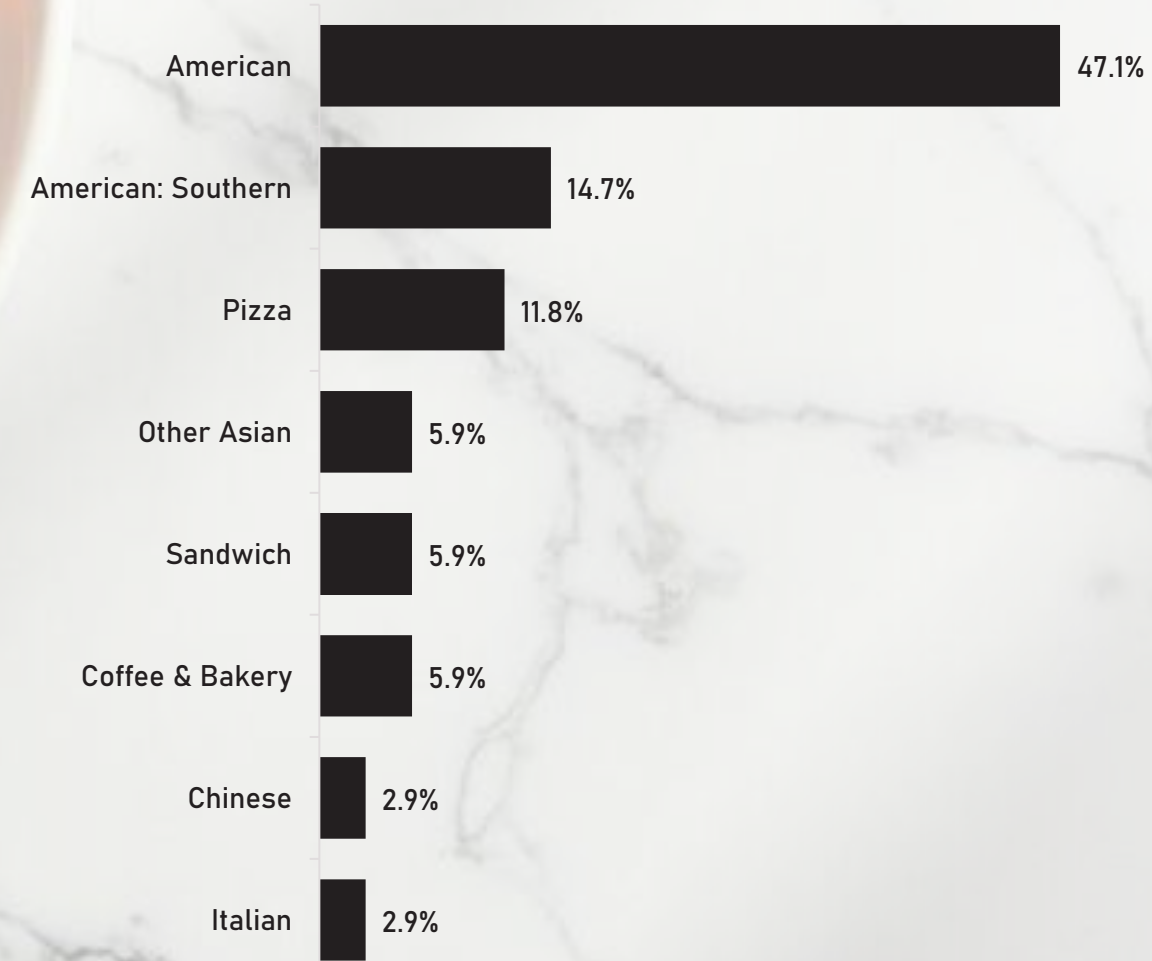
SRIRACHA HONEY

Restaurant	Item	Description
Jj's Red Hots	Nashville Hot Chicken Sandwich	three spicy fried tenders, sriracha honey drizzle, pickled jalapenos, martins slider bun
Kildare's	Buffalo Chicken Wontons	sriracha honey drizzle.
Pa'ina Lounge & Restaurant	Sriracha Honey Wings	lime juice, soy sauce, butter.
Parlor Pizza	Hand Cut Frites	served with sriracha honey mustard, jalapeño cream cheese sauce, and ketchup.
Tupelo Honey Cafe	Cast Iron Pork	gluten free. pork shoulder slow-cooked in duck fat, sriracha honey glaze, pickled red onion, cilantro. choice of two farm fresh sides.



Sriracha honey, a sweet and spicy Asian fusion sauce, is experiencing notable growth on menus and is projected to continue expanding, despite its relatively low presence. While sriracha is rooted in Asian cuisine, it has become a staple on American restaurant menus, which accounts for more than half of its offerings. Sriracha honey-based sauces are an ideal pairing for wings, sandwiches, and even as a dipping sauce for fries, providing a bold yet balanced option that appeals to a wide range of preferences.

DISTRIBUTION BY CUISINE



0.4%
penetration on menus

+94%
predicted growth on menus over the next 4 years

+258%
growth on menus over the last 10 years

Peanut Butter Hoisin Sauce

- 2 cup Kikkoman® Gluten-Free Hoisin Sauce
- 1 cup Crunchy Peanut Butter
- 1/4 cup Kikkoman® Ponzu Citrus Seasoned Dressing & Sauce



Sesame Ranch Dressing

- 1 cup Ranch
- 1/4 cup Kikkoman® Sesame Oil
- 1/4 cup Ginger Puree



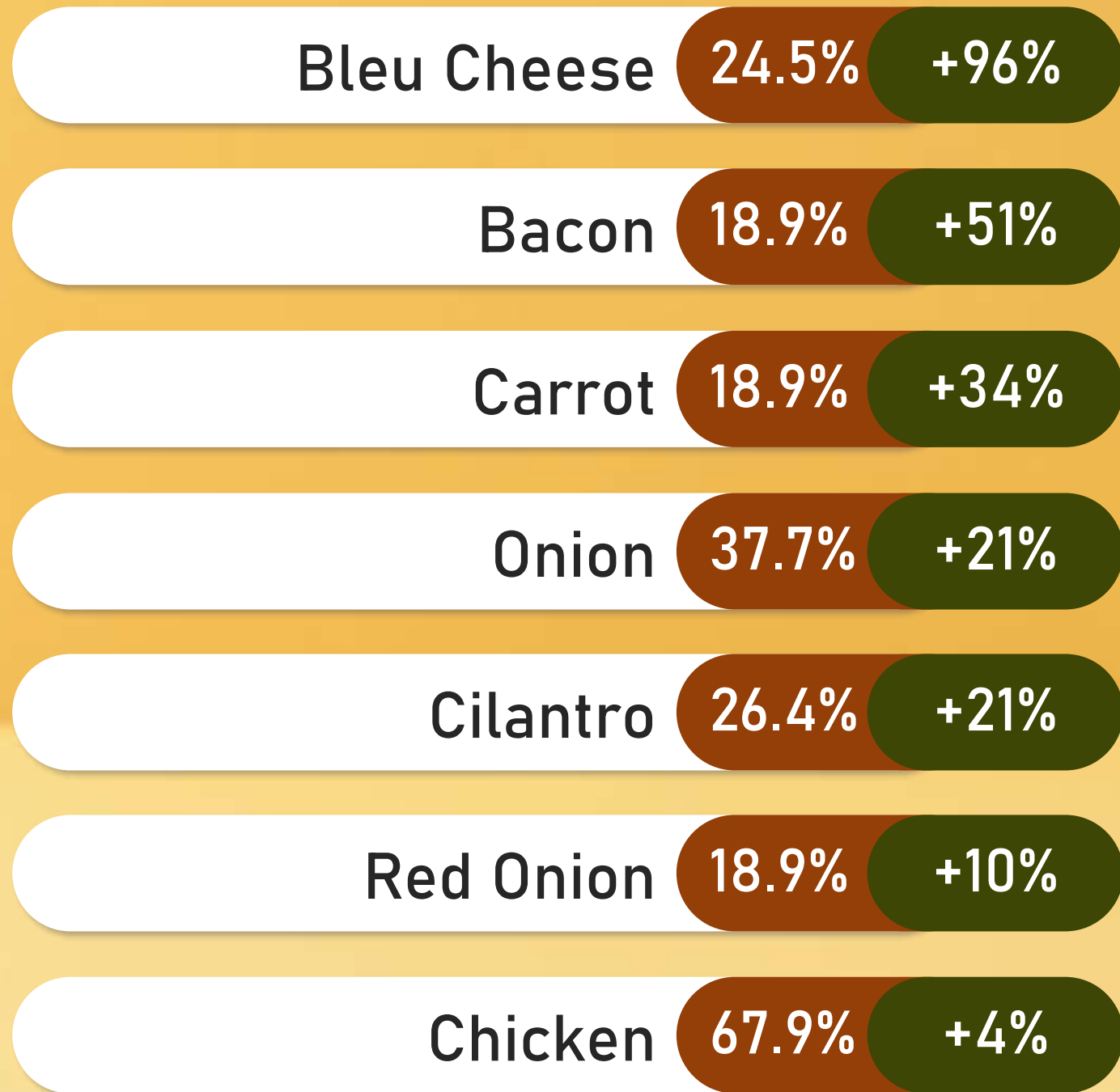
Sriracha Ranch Dressing

- 1 cup Ranch
- 1/4 Kikkoman® Sesame Oil
- 1/4 cup Ginger Puree
- 2 tbsp Kikkoman® Gluten-Free Sriracha Hot Chili Sauce



HONEY LIME

trending paired ingredients



2024 menu penetration | 4-year penetration % change

1.1%
penetration on menus

+4%
more consumers "know it" in the last two years

+9%
predicted growth on menus over the next 4 years

29%
of Gen Z consumers love/like it

Honey lime is gaining traction as a flavor pairing, both on menus and in consumer familiarity. While its presence on menus remains relatively light, more than a quarter of Gen Z consumers express an affinity for it, indicating that there is potential for growth. This pairing's balance of sweet honey and tangy lime offers a refreshing contrast that resonates with younger generations who seek vibrant, yet approachable flavors.



CHILI CRISP


on fire!
in consumer familiarity

+358%
predicted growth on menus over the next 4 years

Known by at least half of Gen Z consumers and gaining traction in both consumer familiarity as well as on menus, its bold, spicy, and savory profile has become a go-to ingredient for those seeking dynamic flavors. A hoisin chili crisp sauce would be an ideal addition for college cafeteria diners, offering a unique twist on familiar comfort foods. It could pair perfectly with dishes like rice bowls, crispy chicken sandwiches, or even loaded fries, introducing a burst of flavor that appeals to the adventurous palates of younger generations.

Restaurant	Item	Description
Alden And Harlow	Avocado Toast	green garlic oil, whipped feta, marinated cucumbers, sesame chili crisp.
Bonifacio	Chili Crisp Potato	oven roasted and fried russet potato with house made chili garlic crisp and roasted pepper aioli. gluten free.
The Peached Tortilla	Char Siu Breakfast Bowl	Chinese red roasted pork, pasture-raised fried egg, kewpie, chili crisp, herb salad, jasmine rice.
Waterfire Restaurant & Bar	Spicy Basil Wontons	a fragrant blend of Thai chili peppers, garlic, shallots, lemongrass, basil, soy, shrimp and pork wrapped in fresh wonton wrappers, broth poached, served with scallions and chili crisp oil

+55%
growth on menus in the last 12 months

51%
of Gen Z consumers know it

+6%
more consumers "know it" in the last two years

Hoisin Chili Crisp

- 2 cups Kikkoman® Gluten-Free Hoisin Sauce
- 1/2 cup Chili Crisp
- 1/4 cup Kikkoman® Ponzu Citrus Seasoned Dressing & Sauce
- 1/3 Kikkoman Gluten-Free Sriracha Hot Chili Sauce



Honey Lime Sriracha Sauce

- 1 cup Kikkoman® Gluten-Free Sriracha Hot Chili Sauce
- 1 cup Honey
- 1/2 cup Lime Juice



Whiskey Hoisin Sauce

- 1 cup Kikkoman® Gluten-Free Hoisin Sauce
- 1/4 cup Whiskey
- 1/4 cup Kikkoman Gluten-Free Orange Sauce
- 1 tbsp Kikkoman® Gluten-Free Tamari Soy Sauce



ORANGE SAUCE

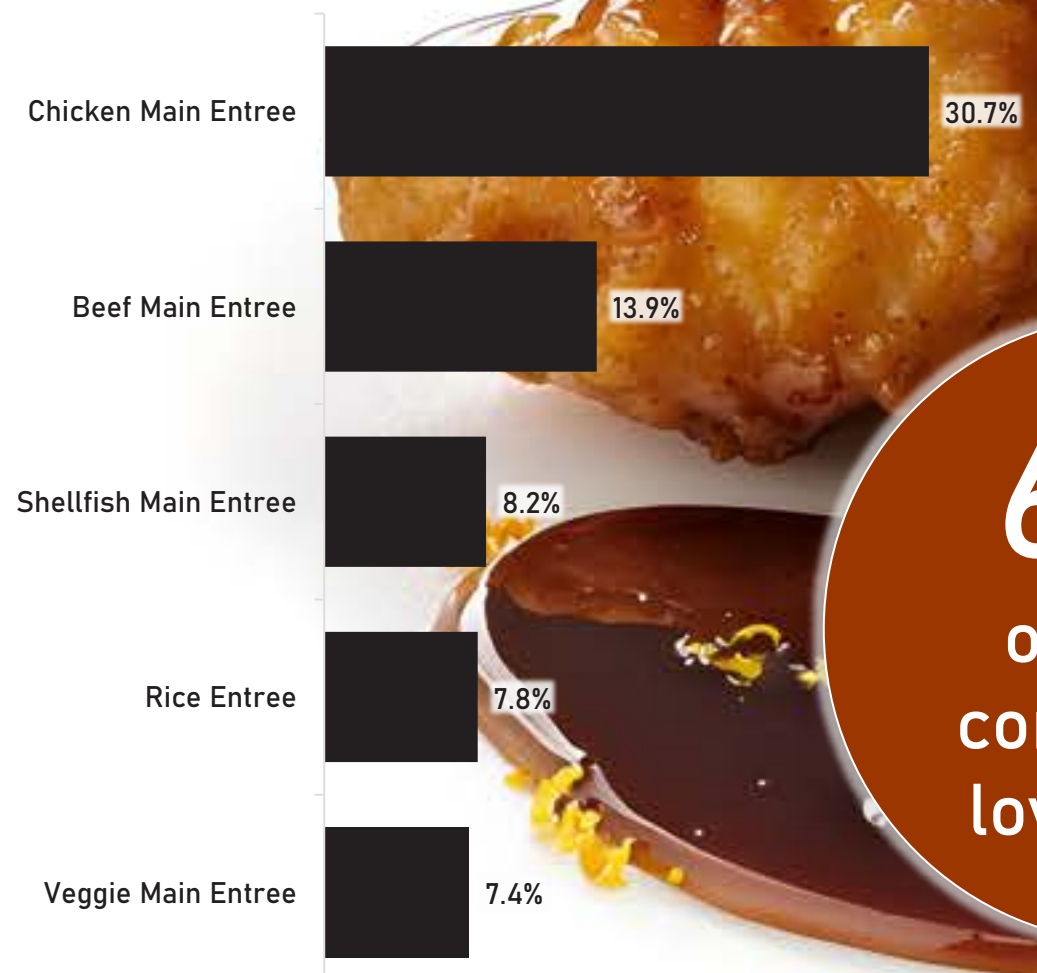
Orange sauce - traditionally known for complementing dishes like orange chicken - is gaining traction in consumer familiarity and trial, demonstrating that even well-known flavors still offer space for innovation. With more than half of Gen Z consumers expressing a liking for it, its potential for blending with other flavors, such as hoisin (also favored by college-aged generations), presents an exciting opportunity to explore new combinations. These innovative pairings could lead to unique applications across menus, from dipping sauces to glazes.

2.8%
penetration on
menus

+2%
more consumers
"know it" in the last
two years

+3%
more consumers
"tried it" in the last
two years

DISTRIBUTION BY ITEM TYPE



60%
of Gen Z
consumers
love/like it

Restaurant	Item	Description
Ascione Bistro	Anitra	duck breast on wild mushroom risotto and blood orange sauce. gluten free.
Dee's	Beef With Orange Sauce	deep-fried, tossed with fresh orange peel.
Jinja Bar And Bistro	Orange Peel Beef	crisp-fried beef tenderloin in a spicy orange sauce, flavored with toasted orange peel and dried chilies on a bed of sautéed spinach. vegetarian.
Native Foods	Orange Cauliflower Bowl	crispy cauliflower in orange sauce, fried brown rice with carrots, onions, peas, tofu scramble, sesame seeds, scallions.
Yuyu Chinese Restaurant	Orange Chicken	crispy breaded chicken glazed with spicy sweet orange sauce.

5-Spice Honey Sauce

- 1 cup Honey
- 1 cup Kikkoman® Gluten-Free Hoisin Sauce
- 1/2 Kikkoman® Gluten-Free Sriracha Hot Chili Sauce
- 1/4 cup Lime Juice



Honey Lime Sriracha Sauce

- 1 cup Kikkoman® Gluten-Free Sriracha Hot Chili Sauce
- 1/2 cup Honey
- 1/2 cup Lime Juice



Dragon Sauce

- 1/4 cup Kikkoman® Rice Vinegar
- 1/2 cup Kikkoman® Gluten-Free Tamari Soy Sauce
- 1 cup Kikkoman Gluten-Free Sriracha Hot Chili Sauce
- 2 tbsp Garlic Purée
- 1 tbsp Salt
- 1 tbsp Sugar



Spicy Orange Sauce

- 2 cups Kikkoman Gluten-Free Orange Sauce
- ½ cup Kikkoman Thai Sauce
- ¼ cup Kikkoman Gluten-Free Sriracha Hot Chili Sauce



Sushi Demi Sauce

- 1 cup Kikkoman® Sushi Sauce Unagi Tare
- 1 cup Beef Demi-glace



Sesame Ginger Sriracha Sauce

- 1 cup Kikkoman® Gluten-Free Sriracha Hot Chili Sauce
- 1 cup Butter, melted
- 1/2 Kikkoman® Ponzu Lime
- 1/4 cup Ginger Puree
- 1/4 cup Kikkoman® Sesame Oil
- 1/4 cup Kikkoman® Rice Vinegar



TERIYAKI

Teriyaki is most commonly featured in Asian cuisine, particularly in Japanese and Chinese restaurants. However, it is also a staple in American establishments, including pizza, burger, and sandwich concepts, where it is frequently used as a wing flavor or a marinade for salmon, chicken, and other proteins. Its widespread appeal continues to grow, indicating that consumers are increasingly drawn to its balance of sweet and savory flavors. This rising affinity suggests opportunities for further innovation, such as incorporating teriyaki into fusion dishes, plant-based offerings, and snackable formats to meet evolving consumer preferences.

+2%
more consumers
"love it" in the last
two years

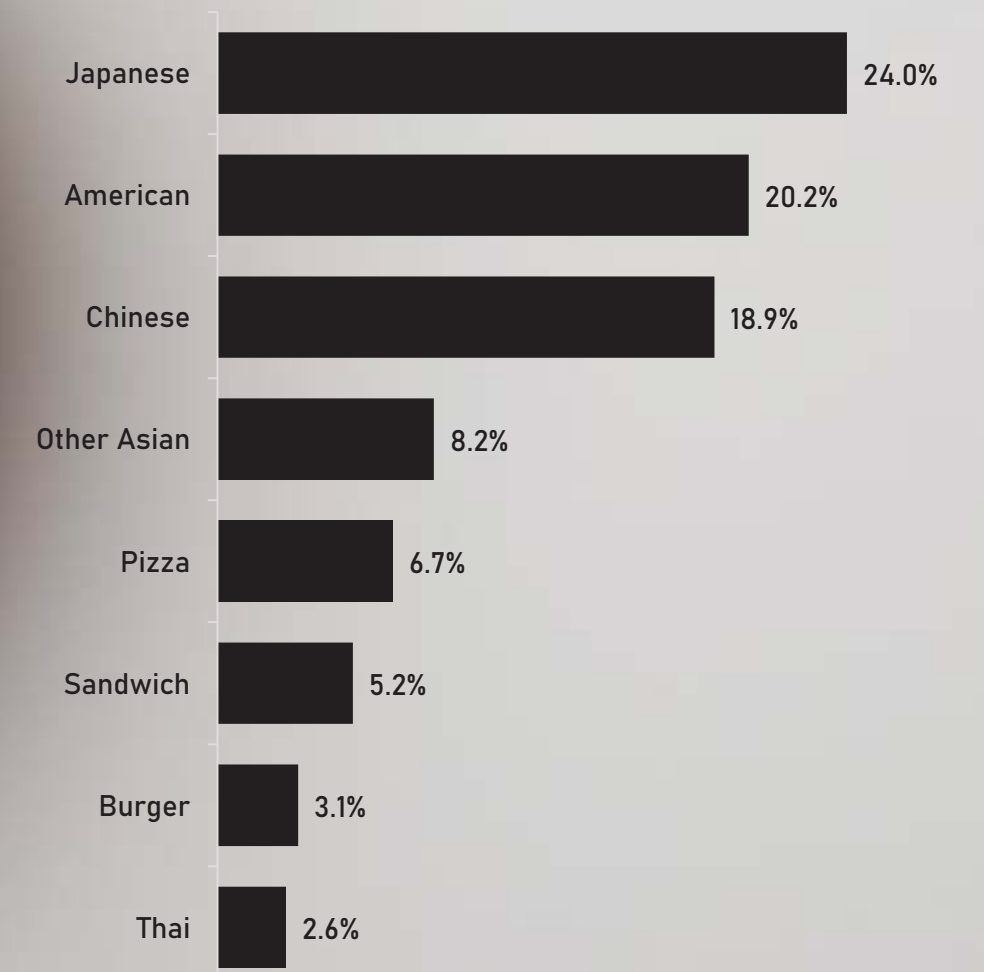
+7%
growth on menus
in the last 4
years

18.7%
penetration on
menus

65%
of Gen Z
consumers love
or like it

Restaurant	Item	Description
25 Burgers	Salmon Hawaiian Bowl	grilled pineapple, teriyaki glaze, sweet mayo, monterey jack cheddar, tomato, seasoned rice and spring mix.
Kozo Sushi Hawaii	Dragon Don	spicy ahi, green onion, masago, shrimp tempura, spicy sauce, nori and teriyaki sauce.
Yuko Kitchen	Teriyaki Tofu Rice Bowl	teriyaki tofu on rice, half salad with carrot dressing on top.
Yume Asian Bistro	Threes Taste Seafood	scallop teriyaki, general Tso's shrimp, ginger scallion lobster.

DISTRIBUTION BY CUISINE



Wasabi Butter

- 1 cup Unsalted Butter
- 1/2 cup Kikkoman® Wasabi Butter
- 1 tbsp Green Onions
- 1 tbsp Kikkoman® Ponzu Citrus Seasoned Dressing & Sauce



Teriyaki BBQ Sauce

- 2 cups Kikkoman® Teriyaki Baste & Glaze with Honey & Pineapple
- 2 cups BBQ Sauce
- 1/2 cup Pineapple Concentrate

Smoky Sriracha Sauce

- 2 cups Kikkoman® Katsu Sauce
- 1/4 cups Chipotle en Adobo
- 1 tbsp Kikkoman Gluten-Free Sriracha Hot Chili Sauce



Honey Sesame Sauce

- 3 cups Kikkoman® Katsu Sauce
- 1/2 cup Honey
- 3 tbsp Kikkoman® Sesame Oil



Pineapple Sriracha Sauce

- 1 cup Kikkoman® Stir-Fry Sauce
- 3/4 cup Coconut Milk
- 1/4 cup Kikkoman® Gluten-Free Sriracha Hot Chili Sauce
- 1/4 Pineapple Juice



Buffalo Sriracha Sauce

- 2 cups Buffalo Sauce
- 1/4 cup Kikkoman® Gluten-Free Sriracha Hot Chili Sauce
- 1/4 cup Orange Juice Concentrate
- 1/4 Melted Butter



top paired dishes & ingredients

Sushi 38.2% +10%

Avocado 34.5% -2%

Tuna 32.1% -1%

Cucumber 30.9% +17%

2024 menu penetration

4-year penetration % change

+20%
predicted growth on menus over the next 4 years

+21%
growth on menus in the last 4 years

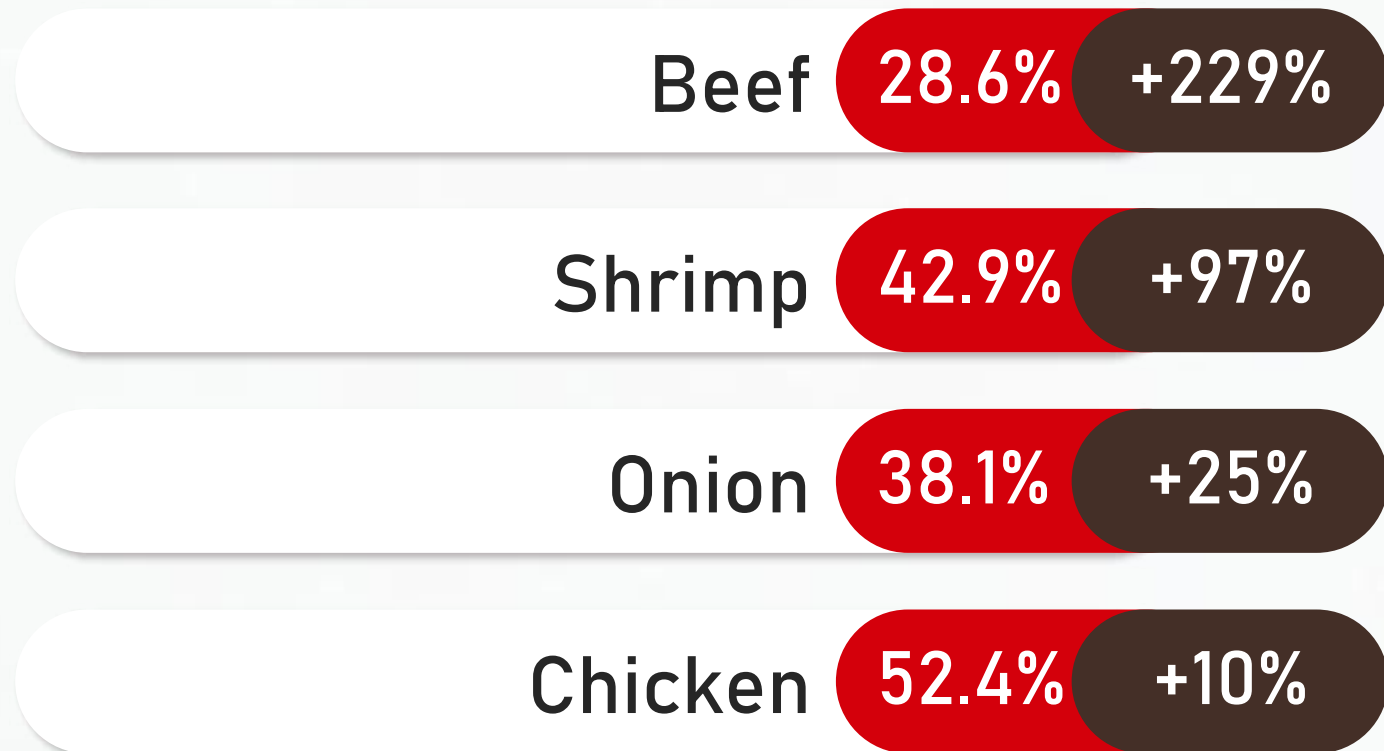
+2%
more consumers "know it" in the last two years

Yuzu has seen consistent growth on restaurant menus, with projected double-digit expansion in the next four years, highlighting its continued appeal to consumers. While it is most commonly featured in sushi dishes, its bright, citrusy profile presents opportunities for broader applications. Incorporating yuzu into rice bowls, marinades, and dressings can further drive its adoption, catering to consumers seeking refreshing, globally inspired flavors.



SPICY THAI SAUCE

trending paired ingredients



2024 menu penetration

4-year penetration % change

0.4%
penetration on menus

73%
love or like Thai chili sauce among consumers who have tried it

+5%
more consumers "know it" in the last two years

Spicy Thai sauce is an elevated version of classic Thai chili sauce, combining the heat of chili with sweet pineapple, savory coconut, and a distinct sriracha kick. It pairs perfectly with proteins like beef, shrimp, and chicken, as well as vegetables, adding a unique heat to various dishes. With growing consumer popularity, this versatile sauce is ideal for innovation in college cafeterias, bringing a flavorful twist to sandwiches, entrees, and classic meals. As interest rises, spicy Thai sauce offers opportunities to expand into other menu items like rice bowls and wraps, catering to evolving tastes.

Spicy Thai Sauce

- 2 cups Kikkoman® Gluten-Free Thai Style Chili Sauce
- 3/4 cup Coconut Milk
- 1/4 cup Kikkoman® Gluten-Free Sriracha Hot Chili Sauce
- 1/4 cup Pineapple Juice



Sweet Sesame Teriyaki Sauce

- 2 cups Kikkoman® Sweet Soy Glaze
- 1 cup Kikkoman® Teriyaki Baste & Glaze with Honey & Pineapple
- 1/4 cup Kikkoman® Sesame oil



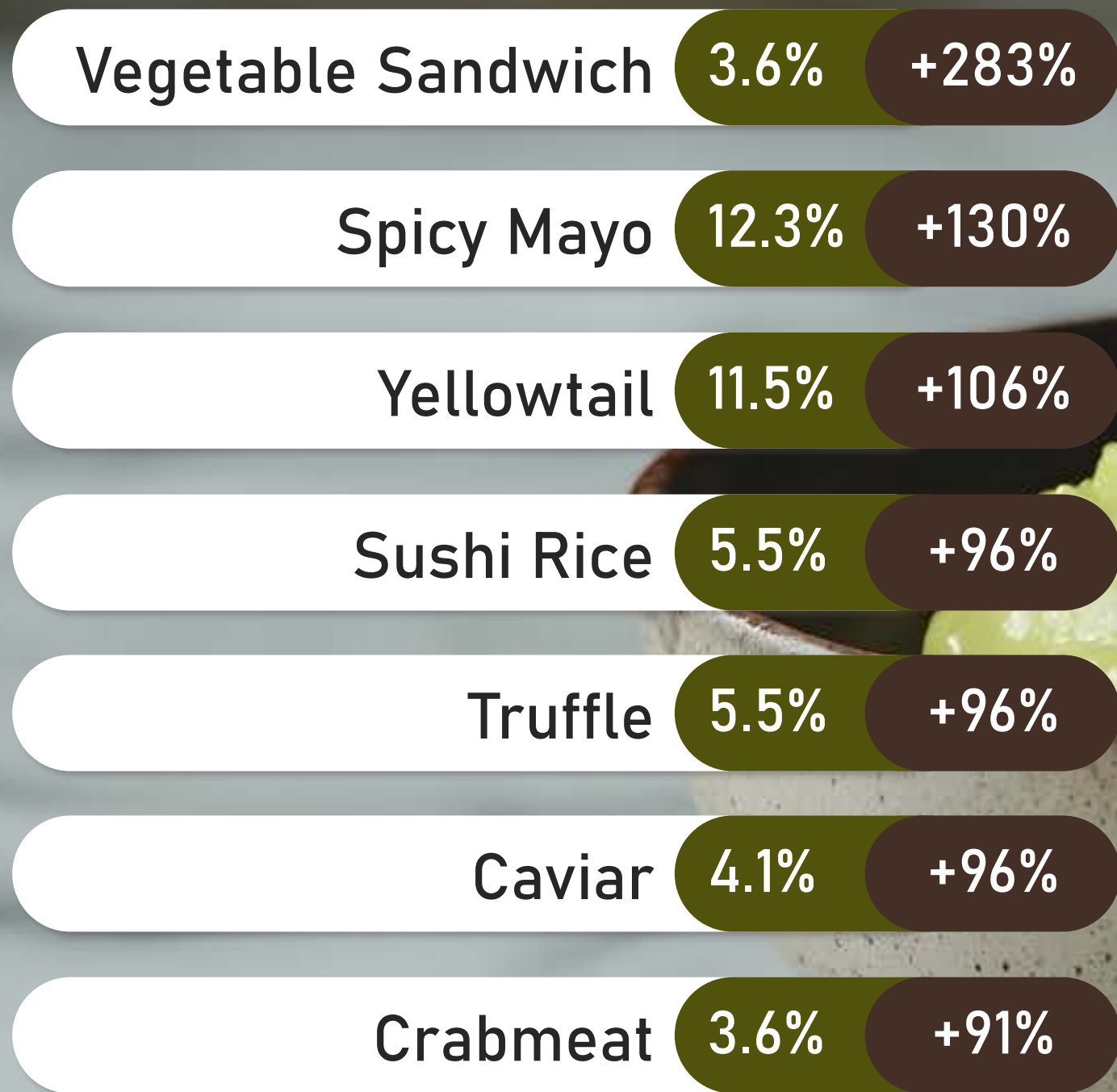
Yuzu Teriyaki Sauce

- 2 cups Kikkoman® Teriyaki Baste & Glaze
- 1/4 cup Yuzu Juice



WASABI

trending paired ingredients



2024 menu penetration

4-year penetration % change

7.6%
penetration on menus

+3%
more consumers "know it" in the last two years

83%
of Gen Z consumers know it

On menus, wasabi is growing alongside veggie sandwiches and sushi ingredients like spicy mayo, yellowtail, and sushi rice. While wasabi has long been a classic pairing with sushi, its expansion into sandwiches presents an opportunity for wasabi-based spreads to add an extra kick. Furthermore, Gen Z consumers have a strong familiarity with wasabi, making it a viable ingredient for curated dishes that blend it with more ubiquitous flavors. This approach can encourage safe food experimentation, appealing to consumers who enjoy bold flavors while maintaining a sense of familiarity.

UNAGI SAUCE

Unagi sauce (eel sauce) has become a Japanese restaurant staple, widely recognized for its rich, savory flavor that perfectly complements both seafood and poultry, often as a topping for sushi rolls. While it is a key component on Japanese menus, unagi sauce's versatility has allowed it to extend beyond traditional uses, making its way onto American restaurant menus as well. In addition to its notable growth on menus, it is loved or liked by a fifth of college diners, indicating a growing demand for this bold, umami-packed flavor. Its expanding appeal presents an opportunity for innovative applications that may be featured in college cafeterias.

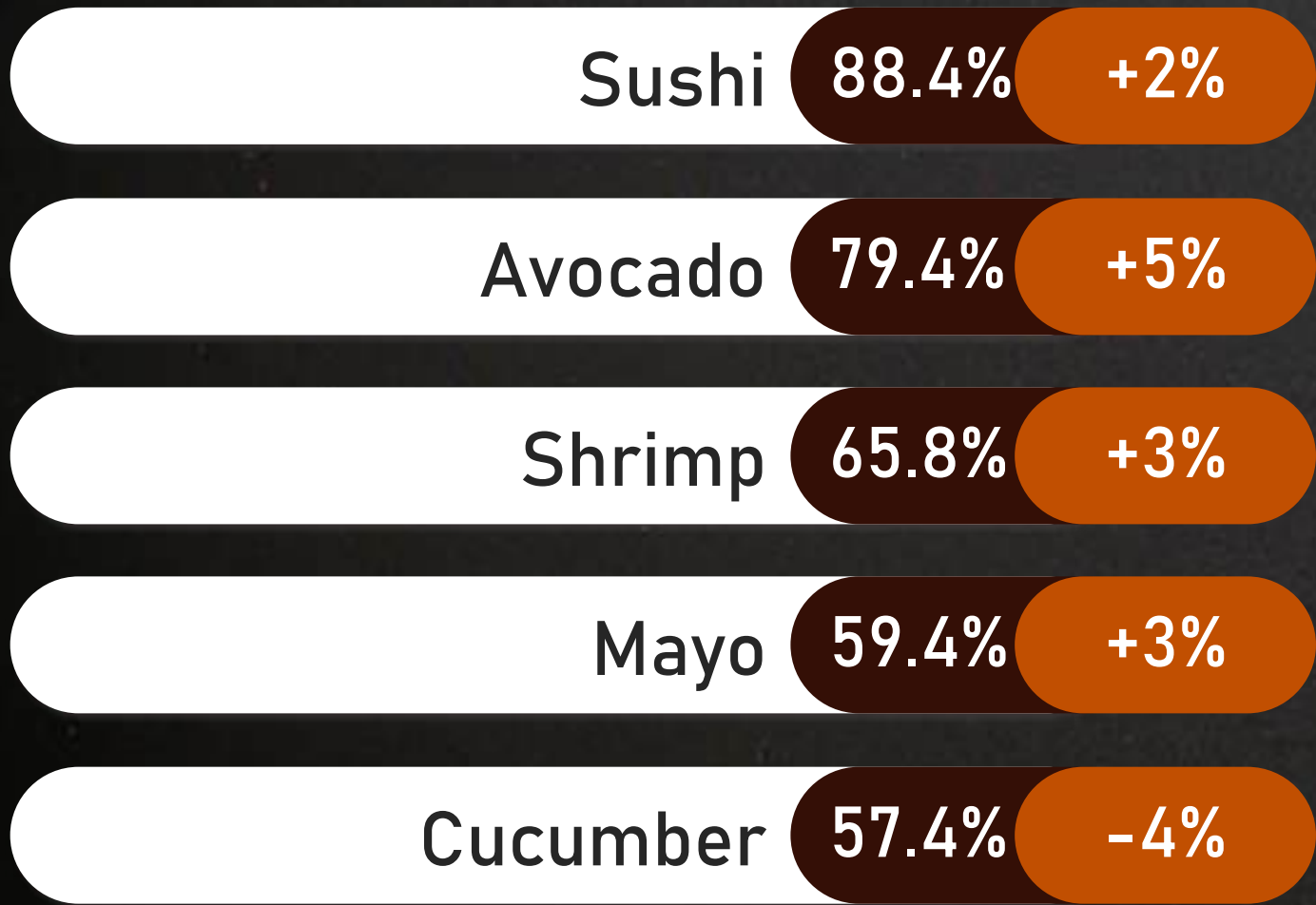
+67%
growth on menus
in the last 10 years

+27%
predicted growth
on menus over the
next 4 years

3.2%
penetration on
menus

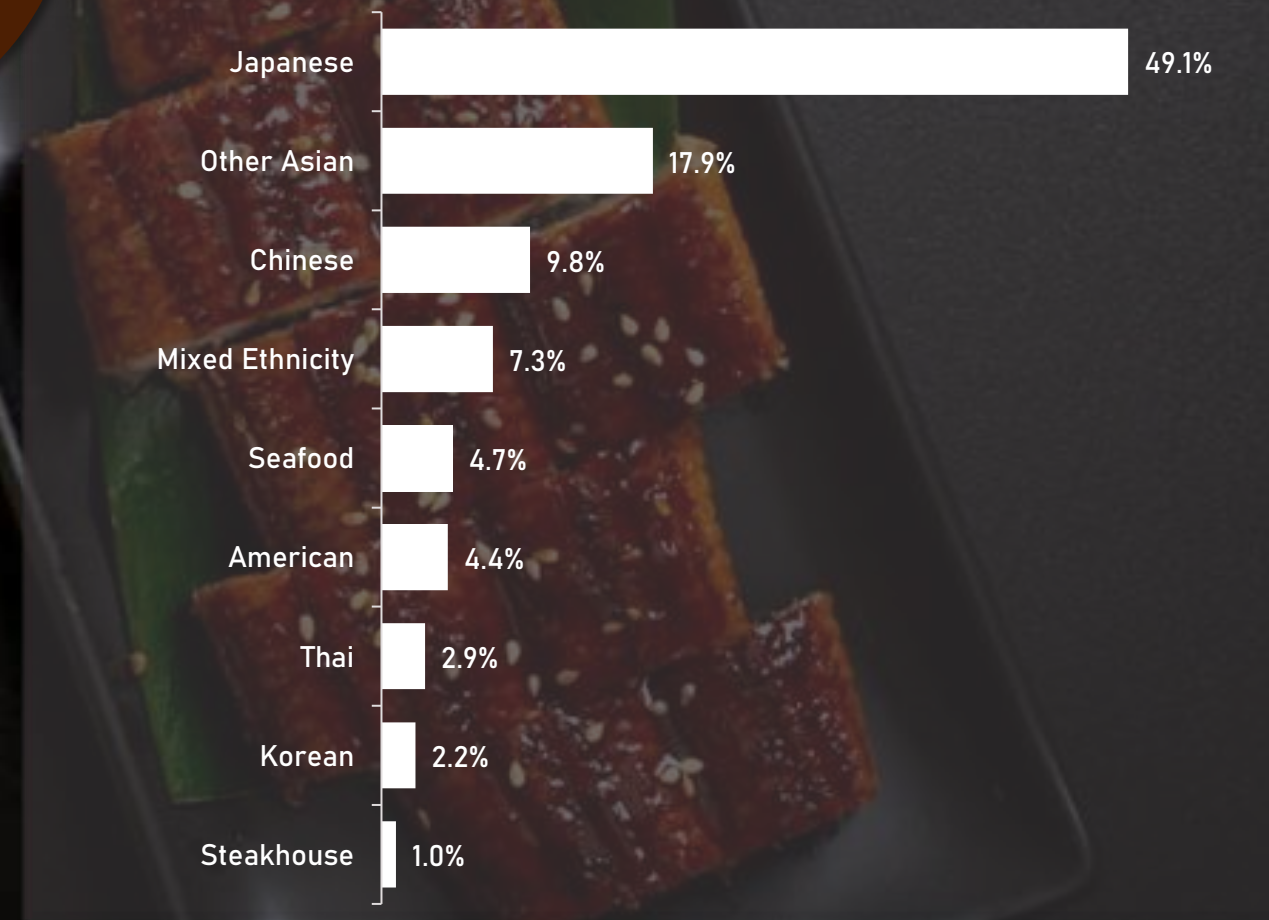
20%
of college dining
consumers
love/like it

top paired dishes & ingredients



2024 menu penetration | 4-year penetration % change

DISTRIBUTION BY CUISINE



Ponzu Italian Dressing

- 1/2 cup Kikkoman® Ponzu Citrus Seasoned Dressing & Sauce
- 1/2 Olive Oil
- 1/4 cup Tomato Paste
- 1/4 cup Chopped Kalamata Olives
- 2 tbsp Chopped Capers



Wasabi Pesto

- 1 cup Basil Pesto
- 2 Tbsp Kikkoman® Wasabi Sauce



Sweet Soy Ssam

- 1 cup Kikkoman® Sushi Sauce (Unagi)
- 1 cup Doenjang (fermented soybean paste)
- 1/4 cup Kikkoman® Less Sodium Soy Sauce



Thank You.



KIKKOMAN®