

SCHWAN'S FOOD SERVICE, INC.



ASIAN ACTION STATIONS **ARE HOT**

AN EASY GUIDE TO OFFERING JAPANESE, CHINESE AND KOREAN CUISINES

GET STARTED >



BENEFITS

TIPS FOR SUCCESS

JAPANESE MENU DAY

CHINESE MENU DAY

KOREAN MENU DAY

PRODUCTS

CREATE YOUR SAUCES

MORE INGREDIENTS

WE'RE HERE TO HELP

THE BENEFITS OF ASIAN ACTION STATIONS

- › Asian cuisine is **growing in popularity**
- › Adds **menu diversity** which cuts down menu fatigue
- › **Offers flexibility** and customization to patrons

GIVE THEM WHAT THEY WANT

#1

Stir fry is the top menued Asian entrée format in hospitals¹

#3

Stir fry is the #3 menued Asian entrée format in C&U¹

59%

59% of patrons would buy action station stir fry if offered²



¹ Technomic, Non-Comm Menu Trends & Insights, May 2020
² Consumer Concept SCORE Report, 2020

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TIPS FOR SUCCESS



Highlight the region: Show off the unique varieties of Asian cuisine by calling out "Japanese," "Chinese" and "Korean" for your guests to see



Keep it easy and fun: Offer complete meals as well as build-your-own options



Add more: Appetizers and upgraded starches are a simple way to increase sales

USE OUR TOOLS AND MAKE IT YOURS

Get inspired and add variety to your action station with our example menu boards, line set-ups, recipe inspiration and product lists.



BENEFITS

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JAPANESE MENU DAY

MENU BOARD

LINE SET-UP

BEEF TERIYAKI UDON STIR FRY

JAPANESE CHICKEN FRIED RICE

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JAPANESE MENU DAY

Japanese is the 2nd most popular Asian cuisine in the US!
Here's what your Japanese menu setup could look like.



BEEF TERIYAKI UDON STIR FRY

Udon noodles, flank steak, bell peppers, yellow onion, celery, snow peas, mushrooms, teriyaki sauce, toasted sesame seeds



JAPANESE CHICKEN FRIED RICE

Rice, diced grilled chicken, broccoli, corn, edamame, carrots, sweet sesame sauce, toasted sesame seeds

BUILD YOUR OWN

Choose one of each:



STARCHES

Udon noodles, vegetable fried rice, cooked white rice



PROTEINS

Flank steak, diced grilled chicken, crispy fried tofu



VEGETABLES

Bell peppers, yellow onion, celery, snow peas, mushrooms, broccoli, corn, edamame, carrots



SAUCES + TOPPINGS

Teriyaki sauce, sweet sesame sauce, toasted sesame seeds, furikake seasoning



APPETIZERS

Vegetable egg roll, chicken lemongrass potsticker



BENEFITS

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BEEF TERIYAKI UDON STIR FRY

JAPANESE CHICKEN FRIED RICE

CHINESE MENU DAY

KOREAN MENU DAY

PRODUCTS

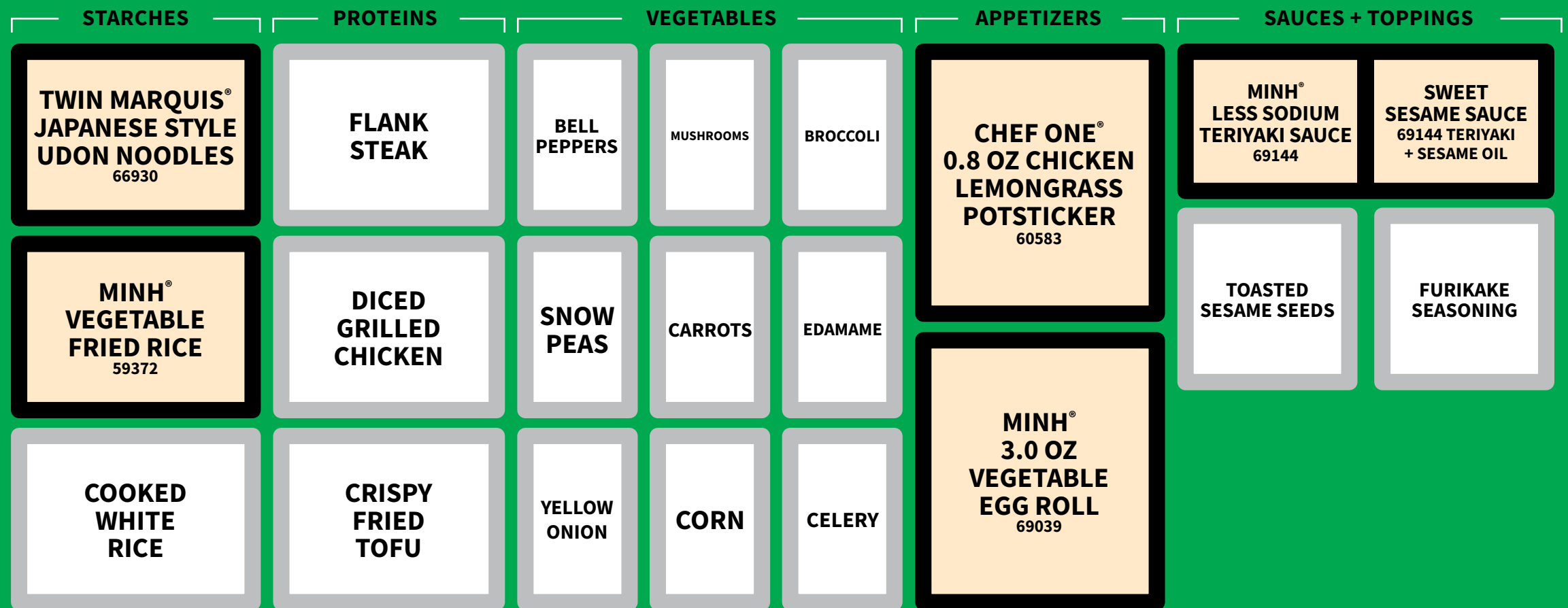
CREATE YOUR SAUCES

MORE INGREDIENTS

WE'RE HERE TO HELP

JAPANESE LINE SET-UP

Use this arrangement of hot and cold wells, or customize it to fit your operation.



BENEFITS

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BEEF TERIYAKI UDON STIR FRY



TWIN MARQUIS® JAPANESE STYLE UDON NOODLES
66930



FLANK STEAK



BELL PEPPERS



YELLOW ONION



CELERY



SNOW PEAS



MUSHROOMS



MINH® LESS SODIUM TERIYAKI SAUCE
69144



TOASTED SESAME SEEDS



NOODLES WERE RANKED THE 2ND MOST PREFERRED ASIAN STARCH TO EAT BY CONSUMERS, BEHIND FRIED RICE

NPD Category Assessment Report: Noodles and Rice, 2019

OFFER
AN APPETIZER TO UP YOUR CHECK AVERAGE



MINH® 3.0 OZ VEGETABLE EGG ROLL
69039



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JAPANESE CHICKEN FRIED RICE



RICE



DICED GRILLED CHICKEN



BROCCOLI



CORN



CARROTS



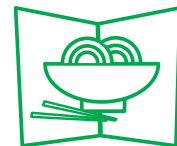
EDAMAME



SWEET SESAME SAUCE
(69144 TERIYAKI + SESAME OIL)



TOASTED SESAME SEEDS



MENU ADOPTION OF JAPANESE DISHES ARE EXPECTED TO GROW 48% IN THE NEXT 4 YEARS

Datassential Keynote Report, Appetizer, 2021



OFFER
AN APPETIZER TO UP YOUR CHECK AVERAGE



CHEF ONE® 0.8 OZ CHICKEN LEMONGRASS POTSTICKER
60583

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CHICKEN POTSTICKER STIR FRY

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CHINESE MENU DAY

82% of Americans have tried and like Chinese food!
This is how your Chinese menu could come to life.



CHICKEN LO MEIN NOODLE BOWL

Lo mein noodles, grilled chicken, corn, carrots, snow peas, bean sprouts, Szechwan sauce, scallions



CHICKEN POTSTICKER STIR FRY

Chicken lemongrass potstickers, bean sprouts, broccoli, carrots, mushrooms, garlic, ginger, sweet & spicy stir fry sauce

BUILD YOUR OWN

Choose one of each:



STARCHES

Lo mein noodles, vegetable fried rice, cooked white rice



PROTEINS

Grilled chicken, chicken lemongrass potstickers, crispy fried tofu



VEGETABLES

Corn, carrots, snow peas, bean sprouts, broccoli, mushrooms, garlic, ginger, scallions, bok choy



SAUCES + TOPPINGS

Szechwan sauce, sweet & spicy stir fry sauce, chile crisp



APPETIZERS

Chicken teriyaki potsticker, pork & vegetable egg roll



¹ Technomic 2020 Global Food & Beverage Consumer Trend Report

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CHICKEN POTSTICKER STIR FRY

KOREAN MENU DAY

PRODUCTS

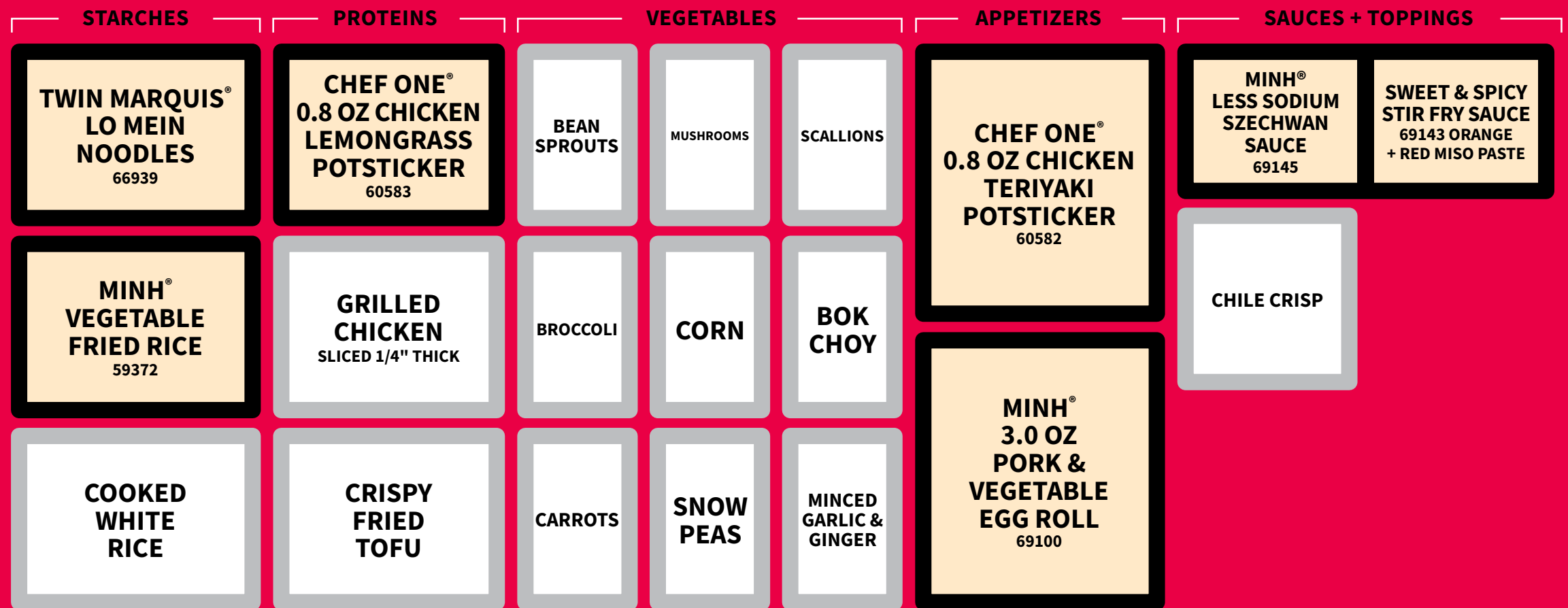
CREATE YOUR SAUCES

MORE INGREDIENTS

WE'RE HERE TO HELP

CHINESE LINE SET-UP

Use this arrangement of hot and cold wells, or customize it to fit your operation.



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CHICKEN LO MEIN NOODLE BOWL



TWIN MARQUIS®
LO MEIN
NOODLES
66939



GRILLED
CHICKEN



CORN



CARROTS



SNOW PEAS



BEAN
SPROUTS



MINH®
LESS SODIUM
SZECHWAN SAUCE
69145



SCALLIONS



CHINESE FOOD IS THE THIRD MOST POPULAR FOOD THAT OPERATORS MENU, BEHIND MEXICAN AND ITALIAN FOOD

Global Food & Beverage Consumer Trend Report, Technomic, 2021



OFFER
AN APPETIZER TO UP
YOUR CHECK AVERAGE



CHEF ONE® 0.8 OZ CHICKEN TERIYAKI POTSTICKER
60582



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WE'RE HERE TO HELP

CHICKEN POTSTICKER STIR FRY



CHEF ONE® CHICKEN LEMONGRASS POTSTICKERS
60583



BEAN SPROUTS



BROCCOLI



CARROTS



MUSHROOMS



GARLIC



GINGER



SWEET & SPICY STIR FRY SAUCE
(69143 ORANGE + RED MISO PASTE)



OFFER
AN APPETIZER TO UP YOUR CHECK AVERAGE



MINH® 3.0 OZ PORK & VEGETABLE EGG ROLL
69100



47% OF CUSTOMERS ADD AN EGG ROLL WHEN THEY ORDER ASIAN FOOD

Datassential Keynote Report, Appetizer, 2021



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KIMCHI CHICKEN FRIED RICE

PRODUCTS

CREATE YOUR SAUCES

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KOREAN MENU DAY

Korean is on the rise: Bonchon, a Korean fried chicken restaurant, is currently the fastest growing Asian FSR chain.¹ When you add a Korean Action Station to capitalize on this popularity, it could look something like this.



KOREAN BBQ BEEF NOODLES

Yakisoba noodles, flank steak, baby spinach, bell peppers, mushrooms, carrots, sweet soy stir fry sauce, scallions, toasted sesame seeds



KIMCHI CHICKEN FRIED RICE

Rice, grilled chicken, corn, kimchi, snow peas, scallions, hot & sweet gochujang sauce, toasted sesame seeds

BUILD YOUR OWN

Choose one of each:



STARCHES

Yakisoba noodles, vegetable fried rice, cooked white rice



PROTEINS

Flank steak, grilled chicken, crispy fried tofu



VEGETABLES

Baby spinach, bell peppers, mushrooms, carrots, corn, kimchi, snow peas, scallions, broccoli



SAUCES + TOPPINGS

Sweet soy stir fry sauce, hot & sweet gochujang sauce, toasted sesame seeds, coarse grind Korean chili (gochugaru)



APPETIZERS

Chicken lemongrass potsticker, vegetable egg roll



¹ Technomic 2020 Top 500 Chain Restaurant Report

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PRODUCTS

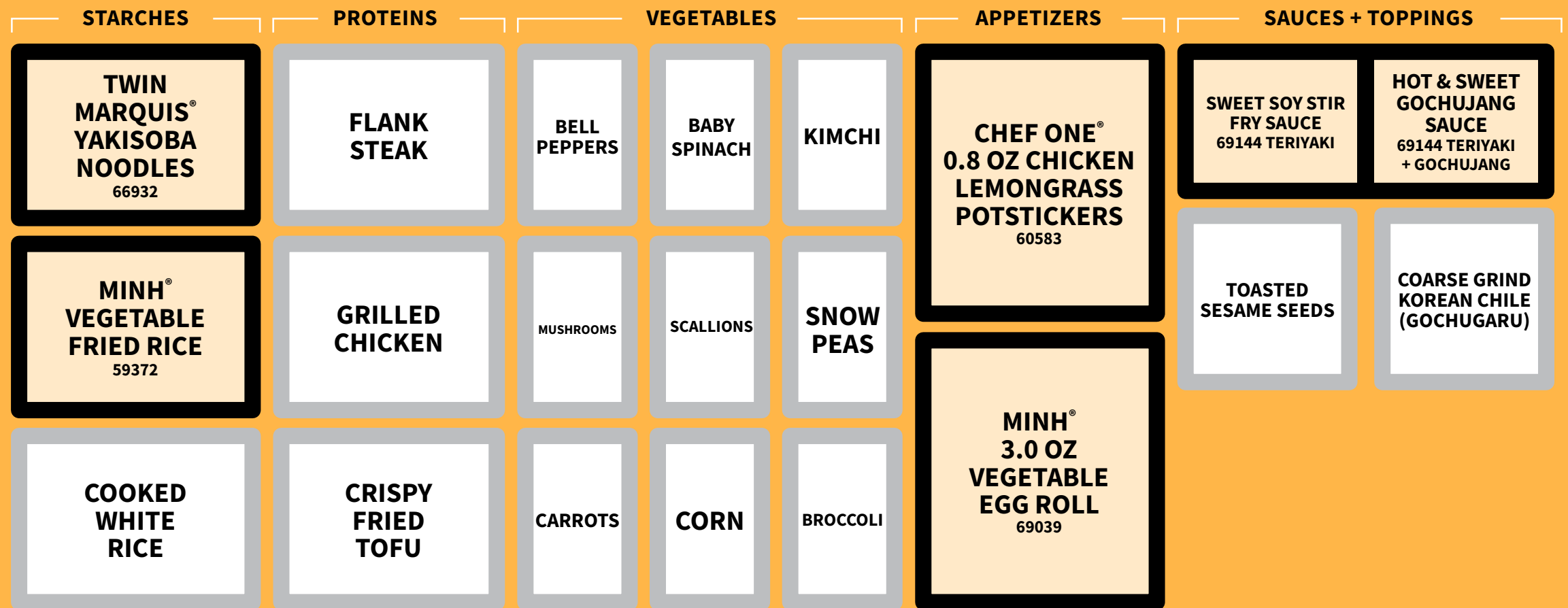
CREATE YOUR SAUCES

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KOREAN LINE SET-UP

Use this arrangement of hot and cold wells, or customize it to fit your operation.



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KOREAN BBQ BEEF NOODLES



TWIN MARQUIS®
YAKISOBA
NOODLES
66932



FLANK
STEAK



BABY
SPINACH



BELL
PEPPERS



MUSHROOMS



CARROTS



SWEET SOY STIR
FRY SAUCE
(69144 TERIYAKI)



SCALLIONS



TOASTED
SESAME
SEEDS



MENU ADOPTION OF KOREAN DISHES
ARE EXPECTED TO GROW 24% IN THE
NEXT 4 YEARS

Asian Deep Dive, Datasessental, 2019

OFFER
AN APPETIZER TO UP
YOUR CHECK AVERAGE



MINH® 3.0 OZ
VEGETABLE EGG ROLL
69039



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KIMCHI CHICKEN FRIED RICE



RICE



GRILLED CHICKEN



CORN



KIMCHI



SNOW PEAS



HOT & SWEET GOCHUJANG SAUCE
(69144 TERIYAKI + GOCHUJANG)



SCALLIONS



TOASTED SESAME SEEDS



78% OF CONSUMERS HAVE AN APPETIZER ADD-ON WITH THEIR DINNER AT LEAST ONCE PER MONTH

Datassential Keynote Report, Appetizer, 2021

OFFER
AN APPETIZER TO UP YOUR CHECK AVERAGE



CHEF ONE® 0.8 OZ CHICKEN LEMONGRASS POTSTICKER
60583



BENEFITS

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PRODUCTS TO BUILD YOUR STATIONS

With these ingredients from Schwan's, plus your own pantry items, you can create easy, memorable Asian action stations. Follow the links to see details about each product.



JAPANESE MENU DAY



[66930 TWIN MARQUIS® Japanese Style Udon Noodles](#)



[59372 MINH® Vegetable Fried Rice](#)



[69144 MINH® Less Sodium Teriyaki Sauce](#)

APPETIZERS



[69039 MINH® 3.0 oz Vegetable Egg Roll](#)



[60583 CHEF ONE® 0.8 oz Chicken Lemongrass Potsticker](#)

CHINESE MENU DAY



[60583 CHEF ONE® 0.8 oz Chicken Lemongrass Potsticker](#)



[66939 TWIN MARQUIS® Lo Mein Noodles](#)



[59372 MINH® Vegetable Fried Rice](#)



[69145 MINH® Less Sodium Szechwan Sauce](#)

APPETIZERS



[69100 MINH® 3.0 oz Pork & Vegetable Egg Roll](#)



[60582 CHEF ONE® 0.8 oz Chicken Teriyaki Potsticker](#)

KOREAN MENU DAY



[66932 TWIN MARQUIS® Yakisoba Noodles](#)



[59372 MINH® Vegetable Fried Rice](#)



[69144 MINH® Less Sodium Teriyaki Sauce](#)

APPETIZERS



[69039 MINH® 3.0 oz Vegetable Egg Roll](#)



[60583 CHEF ONE® 0.8 oz Chicken Lemongrass Potsticker](#)



BENEFITS

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CREATE YOUR SAUCES

MORE INGREDIENTS

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CREATE YOUR SAUCES

IN YOUR JAPANESE LINE SET-UP



2 cups
69144 MINH® Less
Sodium Teriyaki Sauce

+



1/3 cup
sesame oil

SWEET SESAME SAUCE

IN YOUR CHINESE LINE SET-UP



2 cups
69143 MINH® Less
Sodium Orange Sauce

+



1/3 cup
red miso paste

SWEET & SPICY STIR FRY SAUCE

IN YOUR KOREAN LINE SET-UP



2 cups
69144 MINH® Less
Sodium Teriyaki Sauce

+



1/3 cup
gochujang paste

HOT & SWEET GOCHUJANG

DIRECTIONS

Thaw sauce according to package instructions. Whisk ingredients together. Add more or less to reach desired flavor.



BENEFITS

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KOREAN MENU DAY

PRODUCTS

CREATE YOUR SAUCES

MORE INGREDIENTS

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MAKE IT YOUR OWN WITH MORE SCHWAN'S INGREDIENTS



SAUCES

MINH® Less Sodium Teriyaki Sauce
69144

MINH® Less Sodium Orange Sauce
69143

MINH® Less Sodium Szechwan
69145

MINH® Sweet & Sour Sauce
69142



STARCHES

TWIN MARQUIS® Yakisoba Noodles
66932

TWIN MARQUIS® Whole Wheat
Yakisoba Noodles
66931

TWIN MARQUIS® Lo Mein Noodles
66939

TWIN MARQUIS® Udon Noodles
66930

TWIN MARQUIS® Ramen Noodles
66940

MINH® Vegetable Fried Rice
59372

MINH® Whole Grain Vegetable
Fried Rice
69074



DUMPLINGS

MINH® Pork Potsticker
69045

CHEF ONE® Chicken Teriyaki
Potsticker
60582

CHEF ONE® Chicken Lemongrass
Potsticker
60583

CHEF ONE® Shrimp Dumpling
60594

CHEF ONE® Pork & Napa Cabbage
Dumpling
60591

CHEF ONE® Vegetable Potsticker
60589

CHEF ONE® Whole Wheat Chicken
& Vegetable Dumpling
60585



ROLLS

MINH® Pork & Vegetable Egg Roll
69100

MINH® Vegetable Egg Roll
69039

MINH® Chicken Egg Roll
69049

MINH® Vegetable Spring Roll
76007

CHEF ONE® Vegetable Spring Roll
66905

CHEF ONE® Mini Vegetable Spring Roll
66904

CHEF ONE® Mini Coconut Shrimp
Spring Roll
66906

CHEF ONE® Thai Curry Samosa
66908

GET OUR SIMPLE
MIX-INS TOOL >

LEARN MORE >

SEE MORE
VARIETIES >

SEE MORE
VARIETIES >



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WE'RE HERE TO HELP

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No matter where you are on your Asian cuisine journey, we'll help you save time and labor so you can build a menu that guests love.



CONNECT
WITH A REP



SEE ALL OUR
ASIAN PRODUCTS



GET THE BYO
BOWL GUIDE



missing link

