

POTATOES ON ASIAN MENUS



TRENDS AND MENU OPPORTUNITIES



“ In northern China, potatoes are widely used in a variety of dishes. Why? Because potatoes are economic, available year-round, and can help cut down in food costs. Use more potatoes to help save on food costs while attracting mainstream customers.” - Martin Yan (award-winning Asian chef) ”



60% of independent Asian restaurants menu potatoes, paving the way for Asian chain restaurants to pick up on innovative potato ideas to implement across their own menus!

Watch how it's made:
<https://youtu.be/9mC0-z-o4pQ>

GHOST KITCHEN

In a ghost-kitchen trial concept, **Orange Chicken & Waffle Fries** was the most popular item ordered, followed by Beef & Broccoli Fries.



92%

of consumers

who ordered from the ghost-kitchen concept said the dishes met or exceeded expectations, with **over 50%** saying they'd order again.²

TOP ASIAN DISHES FEATURING POTATOES

Dishes	Penetration
Fries	43.6%
Salad	7.7%
Mashed Potato	6.1%
Potato Pancake	1.9%
Hash	1.6%

TRENDING INGREDIENTS PAIRED WITH POTATOES ON ASIAN MENUS

4-year growth¹

- Eggplant (+213%)
- Spicy Mayo (+158%)
- Jasmine Rice (+158%)
- Green Onion (+125%)
- Squid (+56%)
- Celery (+56%)
- Pork Belly (+56%)



1. Datassential, Potatoes In Asian Cuisine, May 2022 2. Shanghai Spuds Test Report, March 2022



“ I like fried rice and this was a good version of fried rice. Texture wise, I didn’t notice a difference with the potatoes. ”

POTATOES AS A SUBSTITUTE FOR RICE RESONATES WITH CONSUMERS

and are viewed as an exciting new twist that can enhance many Asian dishes.

Most Menued Asian Dishes¹

Fried Rice **(80.9%)**

Sweet and Sour **(64.9%)**

Dumplings **(68.2%)**

Spring Rolls **(56.1%)**

Rice and potatoes can be menued together to create a delicious dish – in fact, potatoes in rice entrées have the third highest incidence on menus.¹

POTATO SPINS ON MOST MENUED ASIAN DISHES

Mashed Potato Dumplings with Ginger Scallion Sauce



Mashed potatoes seasoned with soy, miso, chilies, and sesame. Stuffed into wonton wrappers and lightly boiled before being drizzled with a ginger scallion dressing.

Fried Riced Potatoes



Shredded potatoes fried in a hot wok with garlic, ginger, eggs, carrots, peas, and sprouts, topped with green onions and Asian Tajin.

Sweet and Sour Chicken and Waffle Fries



Classic sweet and sour chicken mixed with pineapple, red and green pepper, and red onion, served over crispy waffle fries, finished with sesame seeds.

Loaded Potato Spring Rolls



Mashed potatoes mixed with bacon, cheddar cheese and green onion, rolled into spring roll wrappers and fried to crispy perfection.

1. Datassential, Potatoes In Asian Cuisine, May 2022

For more information visit, PotatoGoodness.com/foodservice