



★ BOWLS ★ MENU INSIGHTS



Korean Zoodle Bowl with Sweet Baby Ray's Korean Barbecue & Wing Sauce

Menus across the country are growing with a variety of power bowl options. With growth comes opportunity, and you don't want to miss yours. Use these insights from the latest Technomic Trend Report to keep your menu unique and fresh so you don't get left behind with bland, forgettable flavors.



1 in 5 women would consider ordering ramen at least occasionally from restaurants

10.5% growth of power bowls and keto bowls across menus at U.S. top 1,500 restaurants

27% of Gen Zers and millennials would order poke bowls

12% of consumers have tried or would try a keto diet



South of the Border Bowl with Sweet Baby Ray's Mango Habanero Wing Sauce & Glaze

THESE ARE THE FASTEST GROWING SAUCES PAIRED WITH BOWLS ACROSS THE TOP U.S. RESTAURANTS



TERIYAKI SAUCE
11.8%
GROWTH



BARBECUE SAUCE
10.5%
GROWTH



CRISPY BARBECUE BURNT ENDS BOWL WITH SWEET BABY RAY'S ORIGINAL BARBECUE SAUCE



BUFFALO SAUCE
7.7%
GROWTH



GRILLED BUFFALO CHICKEN BOWL WITH SWEET BABY RAY'S BUFFALO WING SAUCE



HOT SAUCE
4%
GROWTH

A VARIETY OF SAUCE COMBINATIONS ARE DRIVING THE POPULARITY OF POWER BOWLS



SOUTH OF THE BORDER BOWL WITH SWEET BABY RAY'S MANGO HABANERO WING SAUCE & GLAZE

31.1%
of operators pair Mexican flavors with power bowls



LUCKY 8 CHICKEN SALAD WITH SWEET BABY RAY'S SRIRACHA WING SAUCE & GLAZE

14.3%
growth in chicken as a protein in power bowls

Across the top **1,500 menus**, teriyaki is the top sauce paired with bowls



TERIYAKI SALMON BOWL WITH SWEET BABY RAY'S TERIYAKI WING SAUCE & GLAZE

Source: Technomic 2020 Consumer Trend Report

Let's talk sauce. Visit us at sbrfoodservice.com or call us: (800) 633-5800