



# ★ SEAFOOD ★ MENU INSIGHTS



Lemon Garlic Parmesan Grilled Lobster Tails and Scallops with Sweet Baby Ray's Garlic Parmesan Wing Sauce

Seafood is fresh on consumers' minds, and they're inclusive of all flavors. These insights from the latest Technomic Trend Report give you a deep-dive into the preferences of seafood-lovers so you can ensure your menu offers the oceanic delight to satisfy every craving.



59% of consumers would order an American-style seafood dish at restaurants, making it the preferred cuisine type for seafood dishes

**45%** of consumers are likely to order fish tacos

**4.5%** growth of seafood as an appetizer on menus

**3.3%** growth of Asian combos in seafood menu options



Ahi Poke Salad with Sweet Baby Ray's Korean Barbecue & Wing Sauce

## TRADITIONAL WING SAUCE FLAVORS ARE BECOMING MORE MAINSTREAM ON SEAFOOD MENUS.



**BUFFALO SAUCE ON**  
**7.9%**  
OF MENUS

THE BOSS BBQ JUMBO SHRIMP AND CILANTRO LIME RICE WITH SWEET BABY RAY'S BUFFALO WING SAUCE



**TERIYAKI SAUCE ON**  
**7.5%**  
OF MENUS

SEA SCALLOPS CEVICHE WITH SWEET BABY RAY'S SWEET TERIYAKI WING SAUCE & GLAZE



**CHILI SAUCE ON**  
**6.1%**  
OF MENUS



**GARLIC SAUCE ON**  
**5.6%**  
OF MENUS

**71%**

of consumers would order shrimp at a restaurant or other foodservice establishment, making it the preferred shellfish type among consumers



NASHVILLE HOT SHRIMP PO'BOY WITH SWEET BABY RAY'S NASHVILLE HOT SAUCE

## CONSUMERS ARE SEARCHING FOR TRENDY SEAFOOD DISHES THESE ARE THE TOP THREE MOST PREFERRED SEAFOOD DISHES



**45%** of consumers are likely to order fish tacos

MANGO HABANERO FISH TACOS WITH SWEET BABY RAY'S MANGO HABANERO WING SAUCE & GLAZE



**26%** of consumers are likely to order seafood nachos

LOBSTER NACHOS WITH SWEET BABY RAY'S NASHVILLE HOT SAUCE



**21%** of consumers are likely to order ahi tuna dishes

AHI POKE SALAD WITH SWEET BABY RAY'S KOREAN BARBECUE & WING SAUCE



Source: Technomic 2020 Consumer Trend Report

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