



*Knorr*  
PROFESSIONAL

Para sa

**LEVEL UP**

na **Fried Chicken**

vs. salt & pepper brining

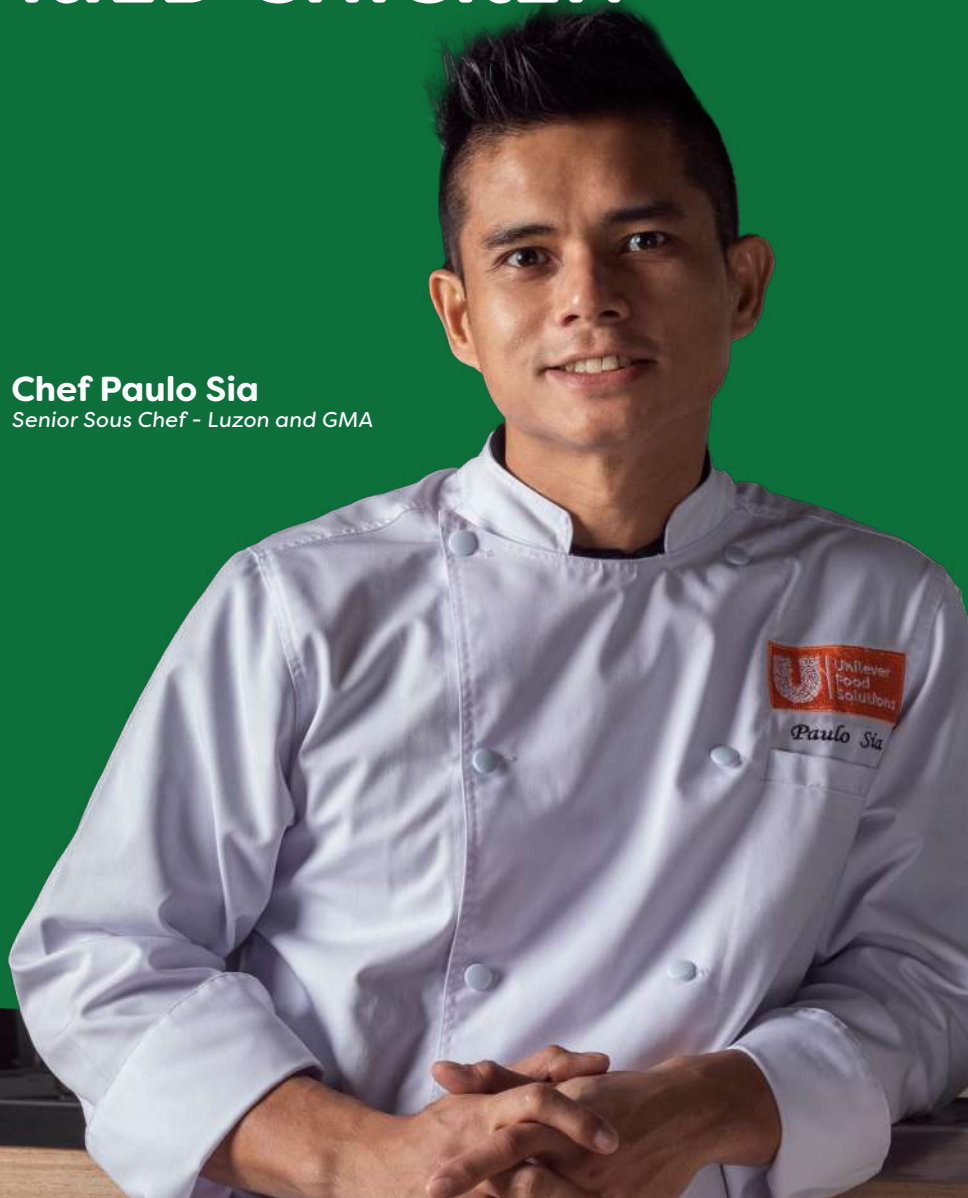
*Knorr*  
PROFESSIONAL

Enjoy a refined take on a beloved Western classic  
brined with the rich flavors of Knorr Chicken Powder!

FIND OUT THE SECRET TO  
**CHEF PAU'S**  
**NEXT-LEVEL**  
**FRIED CHICKEN**

**Chef Paulo Sia**

*Senior Sous Chef - Luzon and GMA*





# STEP 1: KNORR CHICKEN POWDER BRINE



24  
HOURS



SERVES  
10 PEOPLE

INGREDIENTS	QUANTITY		COST
Knorr Chicken Powder	70 g	₱	32.17
Chicken pieces, drumstick or thigh	1000 g	₱	276.00
Water	1000 mL	₱	0.00
<b>TOTAL FOOD COST</b>		₱	<b>308.17</b>

## PREPARATION

- In a medium sized stainless mixing bowl, combine the Knorr Chicken Powder and water.
- Whisk until dissolved.
- Add the chicken pieces.
- Cover the plastic wrap and brine inside the chiller for 24 hours.



## STEP 2: BATTER AND BREADING

 6  
MINUTES

 SERVES  
10 PEOPLE

INGREDIENTS	QUANTITY		COST
<b>BATTER</b>			
All Purpose Flour	300 g	₱	31.13
Cornstarch	90 g	₱	8.28
Water	450 mL	₱	0.0
<b>BREADING</b>			
All Purpose Flour	300 g	₱	12.45
Cornstarch	90 g	₱	8.28
<b>TOTAL FOOD COST</b>		₱	60.14

### PREPARATION

- In a medium sized mixing bowl, combine all the ingredients and whisk until smooth. Set aside.
- In another mixing bowl, combine all the dry and whisk well.

## STEP 3: COOKING



50  
MINUTES



SERVES  
10 PEOPLE

INGREDIENTS	QUANTITY		COST
Knorr Chicken Powder Brine + Chicken		₱	308.17
Batter		₱	39.41
Breading		₱	20.73
Corn Oil, for deep frying	1500 mL	₱	284.63
<b>TOTAL FOOD COST</b>		₱	<b>652.94</b>
<b>TOTAL FOOD COST/SERVING</b>		₱	<b>65.29</b>

### PREPARATION

- Dip your brined fried chicken into the wet batter mix and onto the dry coating mix after.
- Double coat for extra crispy skin.
- Preheat the oil to 180°C and fry the chicken until lightly brown.
- Remove the chicken and let cool for 20 minutes.
- Increase the oil's temperature to 200°C and add the chicken for the second fry until golden brown and cooked through.
- Transfer the chicken to draining racks. Serve immediately.

TAKE YOUR FRIED CHICKEN FURTHER WITH

# CHEF BRANDO'S ULTIMATELY JUICY FRIED CHICKEN RECIPE

**Chef Brando Santos**

Senior Sous Chef - Visayas and Mindanao





# STEP 1: KNORR CHICKEN POWDER BRINE



24  
HOURS



SERVES  
8 PEOPLE



93% LIKED

## WHAT CHEFS SAID:

"Knorr Chicken Powder is not like any other seasoning mix. This powder consists of natural flavors that tastes really good. Pasok sa panlasa ng bata at matatanda!"

INGREDIENTS	QUANTITY		COST
<b>BRINE</b>			
Whole Chicken, 8 cut	2400 g	₱	<b>372.00</b>
Knorr Chicken Powder	70 g	₱	<b>32.17</b>
White Sugar	25 g	₱	<b>2.40</b>
Buttermilk	1000 mL	₱	<b>140.00</b>
<b>TOTAL FOOD COST</b>			<b>₱ 546.57</b>

## PREPARATION

- Combine the white sugar, buttermilk, and Knorr Chicken Powder in a pot and place the pot over medium flame.
- Stir until it comes to a boil. Lower the flame and simmer for one minute.
- Transfer brine to a container and cool at once either through an ice bath or by stirring.
- Once cooled, cover and place in the chiller until ready to use.
- You can also add different seasonings and spices, aromatics, and vegetables to make the brine's flavor profile more interesting and exciting.
- Once ready to use, submerge sliced chicken parts into brine for 24 hours minimum.

# STEP 2: BATTER AND COATING



6  
MINUTES



SERVES  
8 PEOPLE

## WHAT CHEFS SAID:

"Knorr Chicken Powder gives meatier and tastier fried chicken.. Mas mallinam to sa ibang natikman ko.. brining is a big factor para manuot ang lahat ng lasa sa laman.."



93% LIKED



INGREDIENTS	QUANTITY	COST
<b>BATTER</b>		
All Purpose Flour	120 g	₱ 4.98
Cornstarch	120 g	₱ 11.04
Baking Powder	5 g	₱ 1.24
Knorr Chicken Powder	5 g	₱ 2.30
Egg	50 g	₱ 8.87
Water	500 mL	₱ 0.00
<b>COATING</b>		
All Purpose Flour	240 g	₱ 9.96
Cornstarch	240 g	₱ 22.08
Baking Powder	12 g	₱ 2.97
Knorr Chicken Powder	10 g	₱ 4.60
<b>TOTAL FOOD COST</b>		₱ 68.03

## PREPARATION

- For the batter: Combine all the ingredients in a mixing bowl and whisk very well until all the ingredients are well incorporated.
- Transfer to a covered container then place in the chiller until ready to use.
- For the coating: Combine all the ingredients in a mixing bowl and whisk very well.
- Cover until ready to use.





# STEP 3: COOKING

50 MINUTES

SERVES 8 PEOPLE

93% LIKED

**WHAT CHEFS SAID:**  
 "It made my ordinary fried chicken an extra ordinary tasty one not only in the outside but even in the meat fibers inside. By brining the meat in Knorr Chicken Powder, it enhances the flavor and gave it an umami taste!"

INGREDIENTS	QUANTITY	COST
Knorr Chicken Powder Brine + Chicken		₱ 546.57
Batter		₱ 28.42
Breading		₱ 39.61
Corn Oil, for deep frying	1500 mL	₱ 284.63
<b>TOTAL FOOD COST</b>		₱ 899.23
<b>TOTAL FOOD COST/SERVING</b>		₱ 112.4

## PREPARATION

- Dip your brined fried chicken into the wet batter mix and onto the dry coating mix after.
- Double coat for extra crispy skin.
- Preheat the oil to 150°C and fry the chicken until lightly brown.
- Remove the chicken and let cool for 20 minutes.
- Increase the oil's temperature to 200°C and add the chicken for the second fry until golden brown and cooked through.
- Transfer the chicken to draining racks. Serve immediately.



**Order your  
Knorr Chicken Powder**  
Scan the QR code now!  
<http://bit.ly/LevelUpKCPCCombo>



### What's your next move?

Thank you for letting us help you find success. If you want to keep the ball rolling, send us a message below or get in touch with your dedicated customer development executives.



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