FUTURE MENUS



TOP FOODSERVICE TRENDS
VOL. 3 | 2025

Unilever Food Solutions

At Unilever Food Solutions, we are dedicated to inspiring, supporting, and helping you progress in the ever-evolving world of food service. As we look to the future, we are excited to share with you our vision for this year's foodservice landscape and the latest menu trends that will shape it.

Our expert team of global and regional chefs have been hard at work - researching and developing innovative and trendsetting dishes that cater to the evolving tastes of Filipino diners. We are confident that these menus will not only delight your customers but also help you stay ahead of the competition.

We understand that running a food service business is not an easy task, and we are here to provide you with the support and resources you need to succeed. From recipe inspiration to culinary training, we offer a comprehensive range of services to help you grow your business.

We are excited to partner with you on this journey and look forward to sharing our Future Menu trends with you. Let's work together to inspire, support, and progress the food service industry in the Philippines.

Kenneth Cacho

Country Executive Chef
Unilever Food Solutions, Philippines



CONTRIBUTORS



CHEF KENNETH CACHO
Country Executive Chef
Unilever Food Solutions, Philippines

Chef Kenneth has over 30 years of culinary experience, beginning his career after graduating from De La Salle – Emilio Aguinaldo College with a degree in BSBA Management. He has worked in top establishments such as The Palm Garden Gourmet Restaurant, Le Soufflé, The Mandarin Oriental Manila, and aboard the RMS Queen Mary 2. A multi-awarded chef, he has won gold at the Philippine Culinary Cup and FHA Singapore. Beyond the kitchen, he is a successful restaurateur and culinary educator. Since 2019, he has served as Country Executive Chef for Unilever Food Solutions Philippines, where he continues to inspire with his creativity, business acumen, and passion for food.

@chefkencacho



CHEF J BRANDO SANTOS
Senior Sous Chef
Unilever Food Solutions, Philippines

Chef Brando's culinary journey began in Manila's vibrant restaurant scene, where he held roles such as Sous Chef at UVA Restaurant and Executive Chef at St. Luke's BGC. Before joining Unilever Food Solutions in 2015, he was a Chef Instructor and Business Development Manager at Global Culinary and Hospitality Academy. A certified Continental Judge by WorldChefs and a multi-awarded competitor, he has represented the Philippines internationally and was named Chef of the Year at the Philippine Culinary Cup in 2023. Known for his creativity and passion for mentoring, Chef Brando continues to inspire through his culinary innovations, teaching, and collaborations—including his 2024 comic-cookbook Dagul vs Brando.

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CHEF CARLOS FELIPE ALUNING
Senior Sous Chef
Unilever Food Solutions, Philippines

Fondly known as Chef Pipo, he began his culinary journey as a barista before earning his degree in Hotel, Restaurant, and Institution Management at DLSU-College of St. Benilde. For 8 years, he rose through the ranks at Sofitel Philippine Plaza to become one of its youngest sous chefs, contributing to large-scale banquets and the opening of the iconic Spiral Buffet. He later shared his expertise as a part-time culinary instructor at his alma mater. Now a Senior Sous Chef at Unilever Food Solutions for 13 years, Chef Pipo works closely with hotels, resorts, restaurants, quick service restaurants as well as other chain restaurants and marketing teams, bringing together strong culinary training and a rich food heritage to help operators deliver flavorful, trend-forward dishes.

@chefpipoaluning



CHEF PAULO SIA
Senior Sous Chef
Unilever Food Solutions, Philippines

With over two decades of experience, Chef Paulo brings a diverse culinary background from roles in C2 Bar and Restaurant, Linden Suites, and Multinational Catering Services, along with training in modern Chinese cuisine at Singapore's Majestic Hotel. Since joining Unilever Food Solutions, he has led recipe development and culinary training for top restaurant accounts in Luzon. A multi-awarded chef and UFS Chef of the Year from 2015 to 2018, he also earned several medals at the Philippine Culinary Cup. Beyond the kitchen, Chef Paulo is a seasoned food and wedding photographer, using his expertise in styling and lighting to elevate food presentation across menus and campaigns.

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Scan the QR code for more information on this year's trends.



GET #PREPPED FOR TOMORROW WITH UNILEVER FOOD SOLUTIONS

Unilever Food Solutions

#Prepped for tomorrow

Unilever Food Solutions (UFS), accounting for 20% of Unilever's Foods Business Group, operates in over 75 countries as a dedicated supplier for the food service industry. At our core, we are a business of chefs for chefs. The expertise of our global network of over 250 in-house chefs informs everything we do, establishing our strategy around three key pillars: high-quality products, industry inspiration and best-in-class services.

We recognize the high demands professional chefs place on food products and ingredients to streamline kitchen operations. We specialize in high-quality products that improve profitability, enhance consistency, and help unlock on-trend flavours. Our leading-edge portfolio features power brands like Knorr Professional and Lady's Choice. We excel in creating product recipes that perform exceptionally in professional kitchens and outshine the competition.

Keeping menus trendy and inspiring is a constant challenge for chefs, especially with the ever-evolving influences of social media trends, shifting consumer demands, and economic factors. Our annual Future Menu Trends initiative highlights major global culinary trends, demonstrating how chefs can bring these trends to life in their own kitchens, enhancing both creativity and profitability. We also strive to support chefs by offering an ever-growing selection of unique and classic recipes available on our website.

We understand the pressure and skills required by professional chefs to run a successful kitchen. Our culinary training programmes supply chefs with best-in-class services and food industry tools for professionals in the foodservice industry. From the basics of Food Safety to advanced World Cuisines, we've got it covered. We also aim to improve kitchen environments by fostering a positive culture. Our Positive Kitchens initiative addresses challenging conditions commonly encountered, providing tools, training and inspiration for efficient team management, effective communication and overall well-being.

UFS is constantly pushing to better serve the food service sector by taking a digital-first approach. Our mission is to foster global relationships with professional chefs and culinary communities, encouraging growth and creativity.



HOW DID WE GET HERE?

The 2025 culinary landscape is shaped by macro forces like Gen Z's distinct approach to eating and drinking as they come of age, reshaping trends alongside migration and tourism-driven cultural exchanges. This is food that moves us – west to east, past to future, and deeply into the stories behind each dish.

The cost-of-living crisis pushes consumers toward accessible luxury, while tech integration, from AI to augmented reality, revolutionizes kitchens and enhances the experience for diners. Social media remains pivotal, with TikTok and Instagram driving trends, and sustainability becomes an ever-evolving expectation. Gen Zs are not just seeking affordable, convenient, and delicious options – they are moved by the stories behind restaurant concepts and inspired by narratives that make every bite meaningful.

Culinary shifts include the rise of tailored experiences, Asian cuisine's global influence, and the street food revolution inspiring high-end dining. The world is in a state of flux. Traditional notions of food are being reshaped and redefined as cultural, social, and environmental dynamics evolve. These changes speak to how food moves us, not just physically but emotionally and culturally.

These macro forces have led us to identify four core trends for the coming year: Street Food Couture, Borderless Cuisine, Culinary Roots, and Diner Designed – all of which you'll explore within the pages of this book. Utilizing a team of world-class researchers, these trends have been uncovered through international and regional search-term tracking, in-depth interviews with both chefs and consumers, and analysis of the buzziest ingredients and culinary techniques favored around the world. Together, they paint a picture of how food continues to move and inspire us in every sense.

STREET FOOD COUTURE



MEXICAN, INDIAN & KOREAN ARE THREE CUISINES THAT ARE RAPIDLY GROWING WITHIN STREET FOOD.

This trend focuses on elevating the essence of *Street Food* by incorporating premium ingredients and refined techniques, while maintaining its informal charm and sense of discovery. The result is a higher-quality dining experience that retains the casual and dynamic atmosphere of the street food scene. It appeals to modern diners seeking both accessible and exciting food options, particularly those influenced by global flavors.

Key factors contributing to this trend include:

- The cost-of-living crisis, making accessible, affordable food more appealing
- Gen Z's preference for informal dining experiences
- Ongoing migration and globalization influencing food choices
- Increased social media visibility of global street food dishes
- An opportunity for younger chefs to showcase creative, approachable food

Accessible luxury is at the heart of this key trend, emphasizing that dishes can be elevated through chefs' creativity without becoming too costly or unaffordable for young diners. This approach moves away from the reliance on premium ingredients or labor-intensive preparations. Instead, it focuses on crafting something innovative by combining accessible ingredients and techniques, often drawing inspiration from street food.

The Top Techniques

Here are some of the trendy techniques which are dominating this trend:

- Fermentation
- Grilling
- Steaming
- Wok Hei
- Skewer Cooking
- Marination
- Charcoal Grilling

Food for Thought

Some of the delicious dishes which are prevalent within this trend are:

- Mexican Elote
- Indian Chaat
- Gyros
- Loaded Fries
- Gourmet Mac + Cheese
- Korean Rice Rolls
- Shawarma

ONE TO WATCH

DUCK BREAST! LIKELY TO BE AN EMERGING INGREDIENT WITHIN STREET FOOD OVER THE NEXT 12 MONTHS, AND BEYOND.



STREET FOOD WORLD MAP

EXPLORING STREET FOOD *around the world*, ONE BITE AT A TIME.

Street food is the perfect way for communities to integrate and socialize. Every town and city has their own take on street food culture, with multiple influences from a variety of sources. We take a look at some places with a burgeoning street food scene and check out the dishes that are popular with the locals.





MEXICO

Street food in Mexico, with its immensely colorful and flavorful dishes, has deep roots dating back to pre-Hispanic times, when open-air markets were the main source of food. With the arrival of the Spanish, indigenous and European culinary traditions merged, creating unique dishes that today are an essential part of the Mexican culinary identity and are known for their incredible diversity. From classic tacos al pastor to exotic esquites, the variety of dishes reflects the mix of indigenous, European, African, and Asian influences. In addition, traditional drinks such as horchata water and tepache can be found, which perfectly complement snacks such as sopes, quesadillas, and tostadas.

INDIA

India has a long history of street food culture, and its major cities constantly vie for which one has the best-tasting dishes. But it's Mumbai that lays claim to one of the most popular street foods. The Bombay sandwich (also called the Bombay grilled sandwich) can be found for sale from sandwichwalas (street vendors) on nearly every street. Made with white bread, boiled potatoes, raw onion, tomato, cucumber, peppers, and slathered with spicy green chutney, it's toasted over an open flame. Other favorite street foods include pani puri—hollow, fried dough balls with savory fillings—and spicy vada pav, a deep-fried potato fritter (vada) sandwiched between a soft and fluffy bread (pav).

TURKEY

It's no surprise that the meeting point between Europe and Asia is home to one of the most diverse and exciting street food scenes in the world. Beyond the staple dishes like doner kebabs or lahmacun, try the kumru, which is one of the most popular dishes with locals and features cheese, tomato and sujuk sausage served in a toasted, oval bun, or balik ekmek—a grilled fish (usually an oily fish like mackerel) sandwich with vegetables and often served directly from the boat that caught it.













SOUTH KOREA

Street food vendors have been setting up their stalls in and around South Korean markets ever since the Three Kingdoms period (57 BC – AD 935). Today, globally famous dishes like bibimbap, Korean fried chicken and kimchi are still very popular, while tteokbokki is one of the country's most enjoyed—chewy rice cakes served with chili sauce (gochujang), fish cakes or boiled eggs. Sundae is another popular dish but don't get it confused with the Western idea of one: In South Korea sundae is a blood sausage, made with pig intestines, and stuffed with noodles and dipped in chili sauce.



PHILIPPINES

Filipinos take great pride in their street food scene. Eating from a cart, while on the move, is truly a way of life across the archipelago—and they absolutely love their dishes deep fried! Filipino street food is affordable, fast, and easy to find, with vendors moving their carts to where the crowds are. Some of the most popular street food dishes are taho, fish balls, lugaw, palabok, and turon. To beat the Filipino heat, try the kaleidoscopic and refreshing frozen sweet treat halo-halo—it's the unofficial dessert of the Philippines.

INDONESIAN

WRITTEN BY
Gun Gun Handayana
Executive Chef
Unilever Food Solutions, Indonesia



CHEF *Gun Gun Handayana* SPOTLIGHTS INDONESIA'S MOST INFLUENTIAL STREET FOOD DISHES.

INFLUENCE

If you're a fan of bold flavors, smoky aromas, and dishes that pack a punch, Indonesia's street food scene is worth exploring. From bustling night markets to food carts perched on the edges of tropical beaches, Indonesian street food captures the soul of its people: vibrant, diverse, and deeply rooted in tradition. Every region brings something unique to the table.

In this list, Chef Gun Gun Handayana introduces you to some of Indonesia's most popular street foods that locals can't live without.

SATAY (SATE)
Origin: Java, Indonesia
Grilled skewers of marinated meat—typically chicken, beef, or lamb—served with peanut sauce and sometimes rice cakes (lontong). Satay can be elevated using premium meats, innovative marinades, and refined plating for a modern presentation.

BEEF RENDANG
Origin: West Sumatra, Indonesia
This slow-cooked dish, traditionally braised in coconut milk and spices, gains a deep, rich flavor ideal for fusion creations like tacos or sliders, making it perfect for street food-inspired or gourmet menus.

GADO-GADO
Origin: Jakarta, Java
An Indonesian salad of blanched vegetables, boiled eggs, tofu, tempeh, and peanut dressing, Gado-Gado is visually vibrant with a variety of textures. It can be tailored with seasonal vegetables or artisanal peanut sauces, ideal for an elevated plated salad.

MARTABAK
Origin: Java, Indonesia
This thick, savory or sweet pancake is typically filled with minced meat and eggs (savory) or chocolate and cheese (sweet). Gourmet versions feature exotic fillings, high-quality cheeses, or premium chocolate, perfect for tasting menus.



AYAM BETUTU
Origin: Bali, Indonesia
Whole chicken or duck, marinated in spices, wrapped in banana leaves, and slow-cooked or steamed to tenderness. This aromatic dish can be presented elegantly with infused oils and microgreens, suited for upscale dining.

BAKSO
Origin: Java, Indonesia
A comforting meatball soup with noodles, tofu, and greens, Bakso can be refined using wagyu or seafood meatballs, delicate noodles, and garnishes, offering a sophisticated take on this classic.

NASI GORENG
Origin: Java, Indonesia
A popular Indonesian fried rice with sweet soy sauce, vegetables, and meat, typically topped with a fried egg. Nasi Goreng can be transformed with truffle oil, premium meats, and elegant presentation, creating a luxurious version of this beloved staple.

THE RISE OF EASTERN INFLUENCE



WRITTEN BY
Megan Wallace

AS A NEW *thrill-seeking* DINER BASE EXPANDS THEIR PALETTE THROUGH TRAVEL AND CULTURAL EXPLORATION, WE DIVE INTO THE GROWING POPULARITY OF K-FOOD AND WHAT IT MEANS FOR FUTURE MENUS

From the predominance of Italy's trifecta of pizza, pasta and ice cream to the meticulous ingredients and cooking methods of France's haute cuisine, or even the mass appeal of the American hot dog and burger, the west has long dominated when it comes to the world of food.

However, the status quo is beginning to change. Increasingly, consumers are looking towards the rich food cultures of East and Southeast Asia. So, why has this shift taken place? And what does it mean for the future of menus globally? We find out below.

Eastern influence through the ages
The ascent of East Asian cuisine in the West has been ongoing for several decades, reflecting changing patterns of migration and the region's increased cultural influence on the global stage.

In the United States, for example, migrants from China began settling from the mid-19th century, bringing their culinary traditions with them. With time, traditional dishes were adapted to suit a western palette – a process which led to the popularization of Chinese food throughout the country.

However, Some East Asian and Southeast Asian countries have embraced food as a form of soft power – making a concentrated effort to increase awareness of their traditional cuisine as a way to increase the cultural capital of their nation. Taiwan, South Korea, Thailand, Singapore, Indonesia, Malaysia and Cambodia have all funded government-backed culinary diplomacy programmes.

The rise of K-food
South Korea, for their part, established a successful Korean Cuisine to the World Programme in 2009 which aimed to promote Korean cuisine (or 'hansik') abroad and increase awareness of its health benefits and taste profile.

Now, fifteen years later, hansik has entered the zeitgeist. Korean dishes like bibimbap (a rice bowl dish) and kimchi (fermented vegetables) are easily available in major cities across the West – with Korean food exports to the US rising to 1.74 billion dollars in 2023.

Due to its vegetable-heavy nature and the prevalence of fermented foods, the cuisine is being acknowledged for its nutritional benefits – attracting health-conscious eaters as well as foodies.





Hallyu has come for our palettes
We can't talk about the rise in K-food without talking about Hallyu.

The newfound popularity of Korean food has occurred in tandem with the general ascent of Korean culture. Referred to as Korean Wave or 'Hallyu', this phenomenon has seen the international success of K-pop bands like BTS and Blackpink.

Popular K-films and K-drama have explicitly depicted Korean dishes: Parasite introduced viewers to jjapaguri (noodles topped with steak) while Squid Game showed tteokbokki (spicy rice cakes).

This is, in fact, by design. Speaking with NPR, Yang Joo-Pil, an official at the Ministry of Agriculture, Food and Rural Affairs, explained that his department will "select about 10 food items each year for product placement in dramas".

Social media also plays a role, providing opportunities to share Korean dishes and food culture. On TikTok, the "koreanfood" hashtag has been used on over 860,000 posts while mukbang – a South Korean trend of content creators eating food in front of a camera – has become a global YouTube phenomenon.

The role of travel in shaping the next culinary K-wave
Looking to the future, it's important to note how western eating habits may be impacted by the travel sector, particularly the thrill-seeking nature of today's travelers who relish new experiences and discovering other cultures.

Throughout the 2020s, travelers have displayed greater willingness to venture off-the-beaten-track and into new territory with 40% of travelers opting to explore unfamiliar destinations. Travel is so high on consumers' lists of priorities that 64% of global travelers say they aim to reduce other areas of their personal spending to prioritize leisure travel in 2024.

This exploratory mindset doesn't just extend to choice of location but extends to travelers' palettes too. 2024 research by rice brand Tilda reported that seven out of ten Brits are more adventurous when trying new foods on holiday – leading them to broaden their culinary horizons while traveling and to try new flavor profiles and textures.

Korea has not been exempt from western travelers' growing desire to travel further afield. Indeed, in 2023 the country's capital of Seoul saw a 373.6% year-on-year increase in tourists.

This could be a driver for more authenticity within the sphere of K-food as Korean food establishes itself as a major player within fine dining. Rather than looking to familiar K-food dishes, consumers value diverse and authentic meals which aren't adapted to a western palette.

Indeed, Chef Junghyun Park (whose Korean haute cuisine restaurant Atomix, based in NYC, was awarded two Michelin stars in 2021) has argued that his clientele are: "Very open to new cultures."

"They like accepting new things," he added. "So it's not like I have to change their taste."

The future of Eastern influence
Already, several Korean dishes have reached mainstream recognition in the west.

Speaking to The Grocer in 2024, Hyokyo Suh head of CJ Foods Europe – the European division of Korea's top food culture company – noted that "spicy, convenient, classic K-street food" favorites such as Korean-style chicken, kimchi, tteokbokki and ramen have become popular in the UK."

However, the next wave of K-food will see a greater variety of dishes come to the fore as Korean players – particularly in the convenience food space, such as CJ Foods's bibigo range – move to make further inroads within the market.

"European consumers have a lot of interest in Korean food, but there is not the right amount of accessibility and awareness," Suh continued. "It's our job to spread that awareness."

As the Korean food trend moves beyond street food and becomes more readily available, it's likely that:

- A growth in visibility will introduce more niche and regional variations of Korean cuisine.
- Korean food products will establish a greater presence in western supermarket aisles.
- The popularity of Korean food will open the door for other East and Southeast Asian cuisines which have been less appreciated up to this point.
- Experts, for example, predict Burmese and Filipino cuisines – from the Southeast Asian countries of Myanmar and the Philippines – may emerge as new players in the global food space.

Generally, the rise of Eastern food influences reflects globalization within the food space and the gradual move towards a global cuisine rather than cuisines segmented by country or nationality.



GRILLED CHICKEN SKIN YAKITORI WITH PONZU

WITH **CHEF PIPO ALUNING**

Add Japanese flair to your menu with chicken skin yakitori – crispy, smoky skewers glazed in tamarind ponzu. This street food favorite bursts with umami!



"TAKING INSPIRATION FROM JAPANESE *yakitori* CHICKEN SKIN IS BLANCHED, CUT INTO STRIPS, AND SKEWERED. THESE SKEWERS, FLAVORED WITH TAMARIND AND SOY *tare* SAUCE, CARAMELIZE BEAUTIFULLY FOR A CHARRED FLAVOR AND CRUNCHY TEXTURE."

— CHEF PIPO ALUNING
Senior Sous Chef
Unilever Food Solutions Philippines

91% FILIPINOS WOULD ORDER THIS DISH

This chicken yakitori recipe takes crispy Japanese skewers to the next level with blanched, skewered chicken skin grilled over hot charcoal. It's glazed with a tamarind-soy ponzu sauce that balances sweet, sour, and savory notes. The result? A caramelized, crispy bite packed with smoky depth and bold umami – perfect for small plates or skewered starters.

WHY DINERS LIKE THIS

"This one is very new to me. Never tasted or heard about this. I am a fan of tusok-tusok or barbeque dishes especially this dish which excites me with the main ingredient of chicken skin."

INGREDIENTS
(SERVES 10)

Make the Tare Sauce

- 45 ml Coconut Oil
- 10 g Garlic, sliced thinly
- 10 g Onions, sliced thinly
- 10 g Knorr Sinigang sa Sampalok Mix 1kg
- 30 ml Knorr Liquid Seasoning 3.8L
- 440 ml Water
- 30 ml Soy Sauce
- 100 g White Sugar
- 10 g Ginger, sliced thinly
- 10 g Knorr Chicken Broth Base 1.5kg
- Cornstarch Slurry (optional)

Prepare the Chicken Skin

- 500 g Chicken Skin, blanched in boiling water for 5 minutes and drained
- 800 ml Water
- 20 g Knorr Chicken Powder 1kg
- 2 g Black Pepper, ground

Serve the Chicken Skin Yakitori

- Spring Onions
- Dried Chili Flakes



Knorr Sinigang Sa Sampalok Mix, Knorr Liquid Seasoning and Knorr Chicken Broth Base

The tangy tare sauce made with Knorr Sinigang Sa Sampalok Mix, Knorr Liquid Seasoning for depth of flavor, and Knorr Chicken Broth Base as the meaty base. The chicken skin is prepared with Knorr Chicken Powder, adding umami and seasoning that make this dish irresistible.

METHOD

Make the Tare Sauce

Heat a pan and add oil. Sauté garlic and onions until soft.

Add Knorr Sinigang Mix, Knorr Liquid Seasoning, water, soy sauce, sugar, ginger, and Knorr Chicken Broth Base.

Bring to a boil and lower heat to simmer for 15 minutes.

If desired, add slurry to thicken the sauce.

Strain and set aside.

Prepare the Chicken Skin

Cut blanched chicken skin into 1-inch-wide strips.

Skewer the chicken onto barbecue sticks in a zigzag pattern.

Season chicken with Knorr Chicken Powder and pepper.

Grill over charcoal until golden and crispy.

Serve the Chicken Skin Yakitori

Garnish chicken skin skewers with spring onions and dried chili flakes.

Serve immediately.



Knorr Chicken Powder, Knorr Professional Sure Lasap All-in-One Seasoning Powder and Knorr Liquid Seasoning

Create a flavorful stuffing with Knorr Chicken Powder, Knorr Liquid Seasoning, and Knorr Professional Sure Lasap All-in-One Seasoning Powder, which adds a garlic aroma and umami richness. The soy ketchup glaze, enhanced with Knorr Liquid Seasoning, provides depth and a savory note to create an iconic BBQ sauce.



"AN INNOVATION ON JAPANESE *Kushikatsu* THESE STUFFED CHICKEN WINGS ARE FILLED WITH SEASONED MINCED MEAT, SKEWERED, BATTERED, AND DEEP-FRIED. A LIGHT BBQ GLAZE BALANCES SOUR, SWEET, AND SAVORY FLAVORS, OFFERING A DELIGHTFUL COMBINATION OF TEXTURES AND TASTES."

— CHEF PIPO ALUNING
Senior Sous Chef
Unilever Food Solutions Philippines

90% FILIPINOS WOULD ORDER THIS DISH

A creative spin on Japanese kushikatsu, these stuffed chicken wings are filled with seasoned minced meat, lightly battered, and fried until golden. A soy-ketchup glaze adds a tangy-sweet finish and extra sheen. This playful dish brings crunch, flavor, and surprise to your bar bites or appetizer menu.

WHY DINERS LIKE THIS

"Chicken buffalo wings and chicken skewers are almost in every corner in my area. This would be an exciting dish to try for a different twist from other chicken recipes."

INGREDIENTS
(SERVES 10)

Make the Chicken Stuffing

500 g Ground Pork
15 g Garlic, chopped
50 g White Onions, chopped
50 g Carrots, chopped
25 g Sweet Pickle Relish
35 g Pimiento, chopped
35 g Vienna Sausage (canned), cubed
20 g Raisins (optional)
10 g Knorr Chicken Powder 1kg
25 ml Knorr Liquid Seasoning 3.8L
2 g Knorr Professional Sure Lasap All-in-One Seasoning Powder 1kg
40 g Condensed Milk
60 g Pandesal (2 pcs), coarse crumbs
40 g Processed Cheddar Cheese, grated
1 pc Egg, beaten
1 g Ultra Bind (optional)

Make the Soy-Ketchup Glaze

30 ml Soy Sauce
30 ml Knorr Liquid Seasoning 3.8L
100 g White Sugar
120 ml Banana Ketchup
380 ml Water
2 g Black Pepper, ground
15 ml Worcestershire Sauce (optional)
Cornstarch Slurry

Prepare the Stuffed Chicken Wings

1000 g Chicken Wings (XL size), deboned
500 g Flour (for dredging)
150 g Cornstarch
150 g Water
2 pcs Egg Whites, whisked

Assemble the Stuffed Chicken Wings

Finely Sliced Spring Onions

METHOD

Make the Chicken Stuffing

Mix all ingredients in a bowl. Set aside.

Make the Soy-Ketchup Glaze

Combine all ingredients in a saucepot. Mix well using a whisk.

Bring to a boil and lower heat to simmer for 2 to 3 minutes.

Add slurry to thicken slightly.

Prepare the Stuffed Chicken Wings

Stuff chicken wings with the prepared stuffing.

Skewer chicken wings to secure the stuffing.

Dredge chicken wings in flour.

Mix cornstarch, water, and egg whites in a bowl. Whisk to combine.

Dip chicken wings in the batter. Deep-fry until golden and crispy.

Assemble the Stuffed Chicken Wings

Brush prepared glaze onto fried chicken wings.

Garnish with spring onions.

Serve immediately.

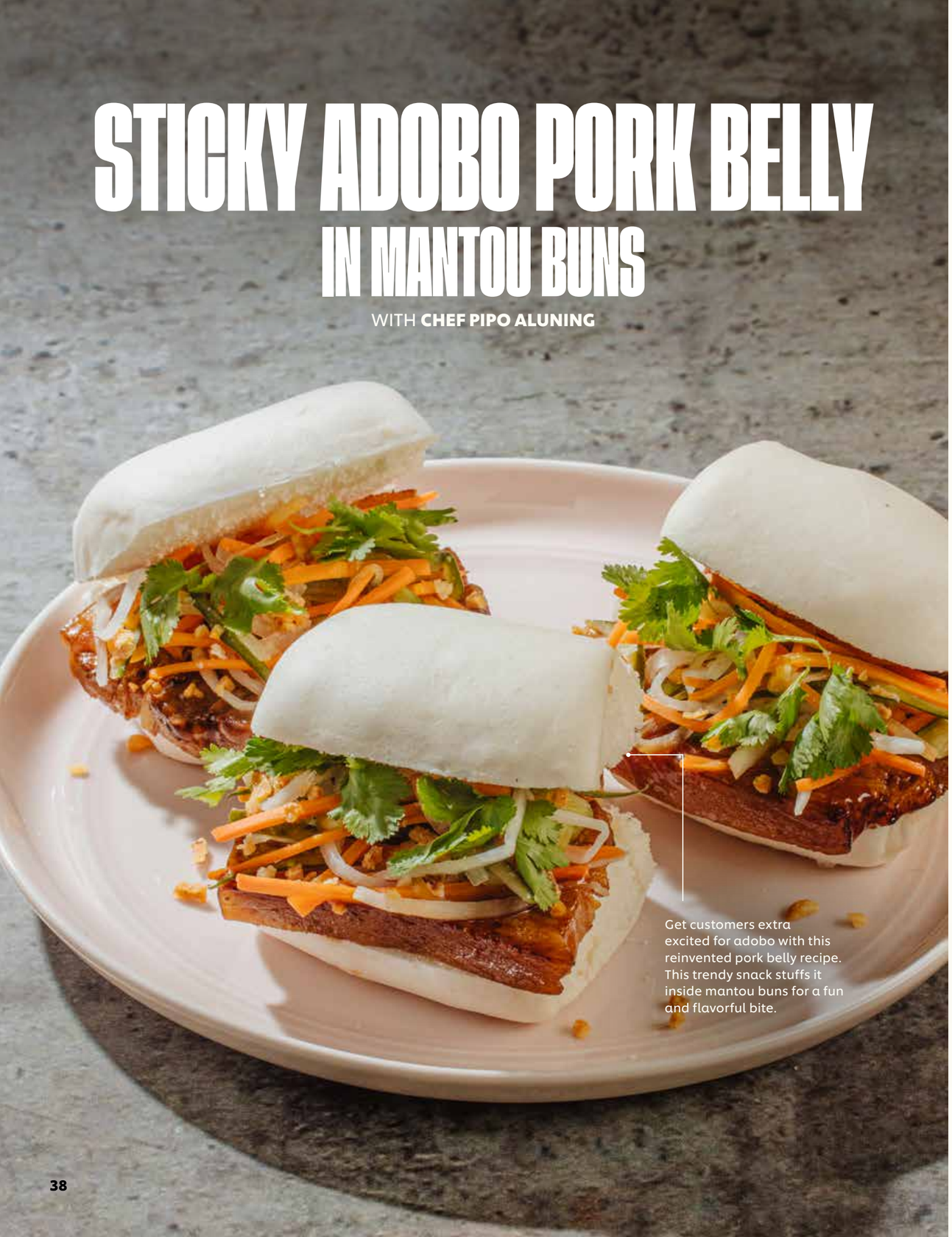
STUFFED CHICKEN WINGS WITH MINCED MEAT

WITH **CHEF PIPO ALUNING**

These stuffed chicken wings take inspiration from kushikatsu, Japan's skewered, breaded, and fried bites. Win over customers with these golden treats!

STICKY ADOBO PORK BELLY IN MANTOU BUNS

WITH **CHEF PIPO ALUNING**



Get customers extra excited for adobo with this reinvented pork belly recipe. This trendy snack stuffs it inside mantou buns for a fun and flavorful bite.



"THIS DISH BLENDS CHINESE COMFORT FOOD WITH FILIPINO FLAVORS. TENDER PORK BELLY ADOBO IN SOFT *mantou* BUNS CREATES A GOURMET FUSION INSPIRED BY SIOPAO AND FRIED DUMPLINGS, OFFERING RICH, SAVORY FLAVORS IN A CONVENIENT FORMAT."

— CHEF PIPO ALUNING
Senior Sous Chef
Unilever Food Solutions Philippines

86% FILIPINOS WOULD ORDER THIS DISH

This Filipino pork belly adobo recipe reinvents the classic as a street food-inspired sandwich, served in soft, fluffy mantou buns. The slow-braised liempo is paired with pickled vegetables, cilantro, and crispy garlic bits for balance and texture. Offer it DIY-style for a fun, shareable experience that blends bold flavors with modern presentation.

WHY DINERS LIKE THIS

"Adobo is usually paired with rice so this will be a unique paring and I would love to try that. I would absolutely love to compare it to siopao with pork asado just for the fun of it."



Knorr Chicken Powder, Knorr Oyster Flavoured Sauce and Knorr Pork Broth Base

Marinate the pork belly with Knorr Liquid Seasoning for deep umami penetration. The adobo is cooked with Knorr Chicken Powder, Knorr Oyster Flavoured Sauce, and Knorr Pork Broth Base, creating a rich braising sauce that builds a robust flavor profile. Served with Mantou Buns, this dish offers a delightful combination of savory and sweet.

INGREDIENTS
(SERVES 4)

Prepare the Pork Belly

70 ml Knorr Liquid Seasoning 3.8L

70 ml Calamansi Juice

45 g Minced Garlic

40 g Brown Sugar

2 g Black Pepper, whole

60 ml Water

500 g Pork Belly, cut into 100-gram slabs

Cook the Pork Belly Adobo

45 ml Canola Oil

120 g White Onions, quartered

45 g Garlic Cloves, bruised

10 g Knorr Pork Broth Base 1.5kg

1000 ml Water

60 ml Dark Soy Sauce

45 ml White Vinegar

2 pcs Bay Leaves

15 g Brown Sugar

2 g Knorr Chicken Powder 1kg

15 ml Knorr Oyster Flavoured Sauce 3.6kg

Assemble the Buns

Mantou Buns, steamed

Prepared Pork Adobo Slices and Sauce

Prepared Pickled Vegetables

Fresh Cilantro

Fried Garlic Bits

METHOD

Prepare the Pork Belly

Combine Knorr Liquid Seasoning, calamansi juice, garlic, brown sugar, pepper, and water in a bowl. Mix well.

Place the pork belly in a zip-top bag and add the marinade.

Marinate for 12 hours in the chiller.

Cook the Pork Belly Adobo

Heat oil in a pan.

Remove the pork belly from the zip-top bag. Reserve the marinade.

Sear the pork until browned.

Add onions and garlic.

Add Knorr Pork Broth Base and water.

Add soy sauce, vinegar, and the reserved marinade.

Add bay leaves and brown sugar. Simmer until the pork belly is fork tender and the sauce has reduced and thickened.

Season with Knorr Chicken Powder. Stir in the Knorr Oyster Sauce.

Portion the pork belly into slices that will fit inside the mantou buns.

Assemble the Buns

Fill a mantou bun with pork adobo. Drizzle sauce over the meat.

Garnish with pickled vegetables, cilantro, and garlic bits.

Repeat with remaining ingredients.



Knorr Chicken Broth Base, Knorr Pork Broth Base and Knorr Chicken Powder

Cook up a flavorful base made with Knorr Chicken Broth Base, Knorr Pork Broth Base, and Knorr Chicken Powder. Enrich this dish with Lady's Choice Peanut Butter and Knorr Beef Broth Base for a nutty flavor and a robust, beefy taste, creating a well-rounded stew that is both hearty and delicious.



"I WANTED TO COMBINE TWO BELOVED STREET FOODS— *lugaw* AND *balbacua* THIS HEARTY MEAL BRINGS TOGETHER FAVORITE FLAVORS FROM ACROSS THE COUNTRY, WITH COMFORTING LUGAW TOPPED WITH RICH, FLAVORFUL BALBACUA, SHOWCASING THE BEST OF BOTH WORLDS."

— CHEF PIPO ALUNING
Senior Sous Chef
Unilever Food Solutions Philippines

82% FILIPINOS WOULD ORDER THIS DISH

A next-level lugaw recipe, this dish combines warm, comforting rice porridge with the richness of balbacua, a slow-cooked beef stew. Made with kamto, trotters, and skin, it's rich, gelatinous, and deeply savory. This hearty lugaw balbacua is perfect for elevating rainy-day menus with familiar flavors in a more indulgent format.

WHY DINERS LIKE THIS

"Like to try new toppings with lugaw. Maybe it would be better than pork and tofu or a boiled egg."

INGREDIENTS
(SERVES 4)

Prepare the Lugaw

45 ml Canola Oil
90 g Minced Onions
45 g Minced Garlic
60 g Minced Ginger
20 g Knorr Chicken Broth Base 1.5kg
10 g Knorr Pork Broth Base 1.5kg
250 g Glutinous Rice
1500 ml Water
2 g Kasubha, toasted lightly
3 g Knorr Chicken Powder 1kg
1 g Black Pepper

Cook the Balbacua

100 ml Annatto Oil
100 g Onions, chopped
50 g Garlic, chopped
50 g Ginger, chopped
3 pcs Lemongrass Stalks, bruised
20 g Knorr Beef Broth Base 1.5kg
500 g Beef Kamto, cut into 1-inch cubes and simmered until fork tender
250 g Beef Trotters, portioned into 1-inch cubes and simmered until fork tender
250 g Beef Skin, cut into 1-inch cubes and simmered until fork tender
1500 ml Water
15 g Lady's Choice Peanut Butter Creamy 1kg
3 pcs Green Finger Chilies
30 g Black Beans, washed
10 ml Fish Sauce
2 g Black Pepper
30 g Mixed Bell Peppers, chopped
5 g Smoked Paprika Dulce
30 g Tomato Paste

Assemble the Lugaw Balbacua

Fried Garlic Bits
Chopped Fresh Spring Onions
Soft-Boiled Eggs
Calamansi

METHOD

Prepare the Lugaw

Heat oil in a stockpot.

Sauté onions, garlic, and ginger.

Add Knorr Chicken Broth Base and Knorr Pork Broth Base. Cook for 1 minute.

Add glutinous rice and toast for 30 seconds.

Pour in water and add the kasubha.

Cook rice until it resembles lugaw.

Season with Knorr Chicken Powder and pepper.

Cook the Balbacua

Heat annatto oil in a stockpot.

Sauté onions, garlic, and ginger. Once the aromatics are fragrant, add in the paprika and bell peppers.

Stir in the tomato paste. Add lemongrass and Knorr Beef Broth Base.

Add beef kamto, trotters, and skin. Cook for 1 minute.

Pour in water and stir in the peanut butter.

Add the chilies and black beans. Simmer for 20 minutes until all flavors meld together.

Season with fish sauce and pepper.

Assemble the Lugaw Balbacua

Portion lugaw into serving bowls. Top with balbacua.

Garnish with fried garlic bits, spring onions, eggs, and calamansi.

Serve hot.

LUGAW BALBACUA
(RICE PORRIDGE WITH BEEF STEW)

WITH **CHEF PIPO ALUNING**

This lugaw balbacua combines two classic Filipino dishes for an unbeatable comfort meal. Add it to your menu as a rainy-day special or a year-round staple.

SWEET POTATO, CORN AND CHICKEN CORN DOG

WITH **CHEF PIPO ALUNING**

Here's a fresh take on Korean corn dogs, perfect for guests of all ages. Coat chicken strips with cheese, sweet potatoes, and corn for a street stall hit.



"INSPIRED BY *korean corn dogs* THIS DISH IS A FUSION OF AMERICAN AND ASIAN FLAVORS. THIS INNOVATIVE DISH COMBINES SWEET POTATO, CORN KERNELS, AND CHICKEN TENDERS, SERVED WITH TWO UNIQUE DIPS FOR AN UNFORGETTABLE TASTE EXPERIENCE."

— CHEF PIPO ALUNING
Senior Sous Chef
Unilever Food Solutions Philippines

82% FILIPINOS WOULD ORDER THIS DISH

Inspired by Korean corn dogs, these sweet potato fritters combine corn, cheese slices, and chicken for a playful street food twist. The stretchy batter gives a unique bite, while smoky bacon ranch and honey Caesar dips add fun and flavor. This creative snack is perfect for food stalls, bazaars, or food truck menus.

WHY DINERS LIKE THIS

"I'm a fan of Kdrama and this has been seen in those episodes more than once. The crunchiness and cheesy flavor is to die for."



Knorr Liquid Seasoning, Lady's Choice Ranch Dressing and Lady's Choice Caesar Dressing

Season your chicken with Knorr Chicken Powder and Knorr Liquid Seasoning, adding a rich umami flavor. Serve it with Lady's Choice Garlic Ranch Dressing to create a dip that complements the bacon, and Lady's Choice Caesar Dressing for a tangy taste with honey sweetness and sharp notes for a delightful blend of flavors.

INGREDIENTS
(SERVES 6)

Make the Batter

8 g Active Dry Yeast

30 g Sugar

240 ml Warm Water

200 g All-Purpose Flour

2.5 g Salt

Prepare the Chicken

400 g Skinless Chicken Strips (thigh fillets or chicken tenders)

10 g Knorr Chicken Powder 1kg

10 ml Knorr Liquid Seasoning 3.8L

70 g Cheese (6 to 7 slices)

Prepare the Smoky Bacon Ranch Dip

150 g Lady's Choice Ranch Dressing 1L

30 ml Rendered Bacon Fat

30 ml Maple Syrup

30 ml BBQ Sauce

Prepare the Honey Caesar Dip

150 g Lady's Choice Caesar Dressing 1L

30 ml Honey

15 g Parmesan Cheese

Cook the Corn Dogs

200 g Cornstarch

150 g Sweet Potatoes, diced and blanched

150 g Corn Kernels, drained

500 g Panko Breadcrumbs

1000 ml Soya Oil (for frying)

METHOD

Make the Batter

Add yeast and sugar to the warm water. Mix until dissolved.

Let the mixture sit for 5 minutes or until it becomes foamy.

In a large shallow container, combine flour and salt.

Gradually add the yeast mixture until smooth.

Let batter rise for 1 hour at room temperature or overnight in the chiller until it has a stretchy dough consistency.

Prepare the Chicken

Season chicken with Knorr Chicken Powder and Knorr Liquid Seasoning. Skewer them evenly in bamboo sticks.

Wrap each chicken strip with cheese. Arrange each chicken strip seam-side down on a tray to keep the cheese in place.

Repeat with remaining ingredients.

Cover with cling wrap and keep in the freezer for at least 30 minutes.

Prepare the Smoky Bacon Ranch Dip

Mix all ingredients in a bowl. Set aside until ready to use.

Prepare the Honey Caesar Dip

Mix all ingredients in a bowl. Set aside until ready to use.

Cook the Corn Dogs

Combine cornstarch, sweet potatoes, and corn kernels in a tray. Mix well.

Dip frozen chicken strips into the prepared batter using a twisting motion. Make sure the entire piece is covered.

Roll the battered chicken in the sweet potato-corn mixture.

Pack each strip with breadcrumbs. Use your hands to press everything together.

Heat oil to 180°C. Fry fritters for 5 to 6 minutes or until golden brown.

Let fritters rest on a cooling rack.

Serve hot with prepared dips.



Knorr Chicken Powder

Season both your Banh Xeo batter and crepe filling with Knorr Chicken Powder, adding a rich umami flavor to every bite. The seasoning ensures a delicious and savory taste that makes this dish truly special.



"THIS CREPE BLENDS VIETNAMESE TECHNIQUES WITH LOCAL INGREDIENTS LIKE *Vigan longaniza* AND BASI VINEGAR. IT MERGES WORLD FLAVORS, ADAPTING VIETNAMESE CUISINE'S POPULARITY WITH UNIQUE LOCAL TASTES, CELEBRATING BOTH CULINARY TRADITIONS."

— CHEF PIPO ALUNING
Senior Sous Chef
Unilever Food Solutions Philippines

82% FILIPINOS FOUND THIS UNIQUE

A fusion of banh xeo and Ilocos empanada, this crispy crepe features Vigan longganisa, Basi vinegar, and bagnet for a distinct Filipino flavor. The batter – made with tapioca starch, coconut cream, turmeric, and spring onions – fries up golden and crisp. This Filipino-Vietnamese mashup is ideal for entrepreneurs looking to stand out with bold, globally inspired street food.

WHY DINERS LIKE THIS

"The cuisine has everything I wanted in food which is shrimp, bagnet, and vigan longaniza wrapped with crispy crepe which is why I want to order it."

INGREDIENTS
(SERVES 10)

Prepare the Banh Xeo Batter

25 g Tapioca Starch
75 g All-Purpose Flour
50 g Rice Flour
25 g Cornstarch
3 g Turmeric
10 g Knorr Chicken Powder 1kg
300 ml Water
75 ml Coconut Cream
5 g Spring Onions

Make the Crepe Filling

30 ml Vegetable Oil
300 g Vigan Longganisa, crumbled
300 g Whole Suahe (small shrimps)
200 g White Onions, sliced
300 g Bagnet, cooked and crumbled
10 g Knorr Chicken Powder 1kg

Cook the Crispy Crepes

300 g Bean Sprouts

Prepare the Vinegar Dipping Sauce

120 ml Sukang Iloko
15 g White Sugar
15 ml Fish Sauce
3 g Red Bird's Eye Chilies, chopped
3 g Cilantro Leaves, chopped

Serve the Crispy Crepes

Green Ice Lettuce (for wrapping)

METHOD

Prepare the Banh Xeo Batter

Mix tapioca starch, all-purpose flour, rice flour, cornstarch, turmeric, and Knorr Chicken Powder in a bowl.

Mix water and coconut cream in another bowl. Gradually add mixture to the dry ingredients.

Add spring onions and mix until slightly smooth but still coarse.

Set aside.

Make the Crepe Filling

Heat oil in a pan.

Sauté longganisa and suahe until cooked.

Add onions and bagnet.

Season with Knorr Chicken Powder.

Cook the Crispy Crepes

In the same pan with the filling, pour the prepared batter into the pan to form a thin layer. Cover to cook faster.

Remove the cover, then add hot oil to the outside edge of the crepe to make it crispy.

Add bean sprouts, then fold into a half-moon.

Transfer to a serving plate.

Prepare the Vinegar Dipping Sauce

Combine all ingredients in a bowl. Set aside until ready to serve.

Serve the Crispy Crepes

Serve the cooked crepes with lettuce and prepared vinegar dipping sauce.

VIGAN-STYLE BANH XEO (VIETNAMESE CRISPY CREPE)

WITH **CHEF PIPO ALUNING**



Turn Ilocos empanada into banh xeo, Vietnamese Crispy Crepe. This recipe adds a distinct Filipino flair, perfect for any street food business.

BORDERLESS CUISINE

TAHINI, MATCHA
GOCHUJANG & SUMAC

ARE THE TOP RAPIDLY GROWING INGREDIENTS.



This food trend blends diverse food traditions into harmonious, innovative experiences. This movement is driven by *globalization* and migration, as well as a new generation of chefs who aim to honor their multicultural roots. These chefs are reimagining how different culinary influences can be combined to create unique yet authentic dishes that go beyond novelty.

Key factors contributing to this trend include:

- Globalization and migration expanding culinary knowledge and influences
- A second generation of chefs honoring their cultural heritage
- Increased social media visibility of global cuisines
- Consumers seeking authentic experiences in food discovery
- A growing demand for meaningful storytelling behind these culinary creations

At the core of this movement is a desire to creatively and thoughtfully merge cuisines, combining traditional ingredients and techniques in ways that respect their origins. This trend paves the way for classic yet modernized dining experiences that offer not only bold flavors but also a deep sense of cultural significance.

The Top Techniques

Here are some of the trendy techniques which are dominating this trend:

- Marination
- Brining
- Aging
- Sous-Vide Cooking
- Curing
- Steaming
- Caramelization

Borderless Shopping List

Here are some of the trendy ingredients which are dominating this trend:

- Miso
- Cured Fish
- Kimchi
- Shiso
- Calamansi
- Pomegranate
- Mentaiko
- Aged Soy Sauces
- Pandan

ONE TO WATCH

ALEPPO PEPPER IS A MUST-HAVE AT THE MOMENT. CONSIDER INCORPORATING IT INTO DISHES TO ATTRACT THE INTEREST OF DINERS.





THE KEY TO BORDERLESS CUISINE

WRITTEN BY
Alvaro Lima
Senior Corporate Chef
Unilever Food Solutions, North America

CHEF *Alvaro Lima* CALLS UPON HIS OWN PERSONAL EXPERIENCES AS A GUIDE TO BORDERLESS CUISINE.



Raised in Chicago, Chef Alvaro Lima has led a varied career in the world of food services. However, as a personal passion point, he enjoys cooking with bold Latin flavors and creating Modern Latin inspired dishes– bringing together different international flavors in order to create harmonious dishes which draw from multiple culinary traditions.

For Alvaro, this approach serves as an opportunity to educate individuals about the similarities between different cuisines and global cooking techniques. "Whether you're stewing meat Indian-style or you're stewing it Mexican-style, you're still stewing and using the same technique. Then you're shredding the meat and folding it into a Mexican rice bowl or an Indian basmati – those ingredients are very interchangeable."

From these points of commonality, it's easier to spot ingredients or dishes which might easily blend together or to discover the techniques which might enable this cross-pollination of different international flavors. From a consumer point of view, Alvaro relishes the opportunity to introduce guests to new and brilliant combinations. "It's important that diners become more aware of the different ingredients that are out there, it's something new and exciting."

When it comes to devising blended recipes, he recommends embracing an experimental method to help get the creative juices flowing rather than entering into the process with hard and fast rules. "The fun part for a chef is doing trial and error to see what works, it helps you step out of your comfort zone," he explains. "When things don't work, something different can still come out of it. You can tweak things here and there and end up with something that you never would have thought was going to work."

While some kitchen teams might be nervous about adopting the principles of borderless cuisine, Alvaro explains that chefs can step in and help to educate their staff on broader, more global food practices. “Even with cusines they may have never cooked or tried before, there may be techniques that are familiar. Just because they may have never cooked or tried a cuisine doesn’t mean a particular technique will be unfamiliar. Exposing a team to the ingredients and the culture is important – even if it’s through videos on YouTube or social media,” he says.

Alvaro recalls bringing different cuisines together when creating birria ramen: a Latin-Japanese dish that he ideated after taking stock of the ingredients he had to hand. “I had stewed meat and a flavorful broth so I wondered if I could fold in Japanese noodles to it and add scallions. I did this a couple of years ago where we married these things together. It wasn’t even fully intentional – birria was on the rise on menus and ramen was still doing extremely well in North American menus – but it worked out wonderfully.”

Understanding the hesitancy which some diners might have around trying new dishes, Alvaro explains that fusing together aspects of well-known dishes can be a good entry-point into the world of borderless cuisine. “With the example of ramen with birria, the diner might think, ‘Whoa, I like ramen and I like birria, but I like birria in tacos and I like ramen with pork belly. Hey, let’s try it’,” he explains. “It’s about taking things that the diner is comfortable with but which they never would have thought of marrying together. This can help open diners up and make them feel a little bit more comfortable.”

He believes borderless cuisine can be a way of sharing his Latin heritage while expressing his personal interests – and sees it as an opportunity for chefs to share the depths and breadths of their own tastes and experiences. “With borderless cuisine, it tells a story of who the chef is. I can showcase what I grew up eating and what I still like to preach and share but I can also introduce a new flavor,” he explains. “I love Japanese food, for example, so I can make a Mexican-influenced dish that is also very Japanese-influenced.”

He also thinks it’s important to combat misconceptions about borderless cuisine – namely, that it isn’t cost-effective. He feels that borderless cuisine can actually help us to minimize waste by unlocking new creative ways to reimagine how we use ingredients. “The big thing is being able to take sauces and produce and being able to repurpose them,” he explains. “Let’s say you make a dish and it doesn’t work out. Can you still build other dishes out of that? Utilizing just about everything, depending on the cooking technique, from that ingredient”

Whether it’s introducing new combinations, finding ways to entice diners into trying new dishes or getting inventive with minimizing waste, borderless cuisine promotes a sense of creative exploration.





CHEF BRANDO SANTOS, Senior Sous Chef of Unilever Food Solutions Philippines

GARLIC BUTTER PANCIT
WITH CHICKEN AND MUSHROOMS

WITH **CHEF BRANDO SANTOS**

Give classic pancit an innovative makeover with garlic-butter sauce, fresh mushrooms, and Parmesan. This is an umami overload your diners will love.



"THIS *pancit* BLENDS ITALIAN AND ASIAN FLAVORS. EGG NOODLES ARE TOSSED IN A SPICY GARLIC-BUTTER GLAZE, GARNISHED WITH CHICKEN BITS, MUSHROOMS, PARMESAN, AND SCALLIONS. IT OFFERS A MODERN TAKE ON A CLASSIC, DELIGHTING DINERS WITH ITS RICH, HARMONIOUS BLEND."

— CHEF BRANDO SANTOS
Senior Sous Chef
Unilever Food Solutions Philippines

84% FILIPINOS FOUND THIS UNIQUE

This pancit recipe reinvents the classic with a rich, garlicky butter glaze tossed with Asian-style egg noodles. Sautéed chicken, mixed mushrooms, scallions, and a sprinkle of Parmesan take this dish to indulgent new heights. With its comforting flavors and trendy appeal, it's a must-have for restaurants targeting Gen Z diners.

WHY DINERS LIKE THIS

"The Filipino cuisine with some Italian twist that suits to my taste buds."



Knorr Chicken Broth Base, Knorr Oyster Flavoured Sauce and Knorr Chicken Powder

Elevate your Garlic Butter Pancit by combining Knorr Chicken Broth Base and Knorr Oyster Flavoured Sauce to create a rich, savory garlic butter sauce with added chicken essence and hints of sweetness. Cook the pancit noodles with chicken broth water for deeper flavor, and finish with Knorr Chicken Powder to round off the dish with a well-balanced taste.

INGREDIENTS
(SERVES 4)

Make the Garlic Butter Sauce

- 30 ml Canola Oil
- 180 ml Melted Unsalted Butter
- 45 g Minced Garlic
- 15 g Chopped Fresh Spring Onions
- 2 g Chili Flakes
- 10 g Knorr Chicken Broth Base 1.5kg
- 60 ml Knorr Oyster Flavoured Sauce 3.6kg
- 60 ml Water
- 1 g Black Pepper

Cook the Pancit

- 30 ml Canola Oil
- 45 g White Onion, sliced into strips
- 30 g Garlic Cloves, sliced into slivers
- 120 g Chicken Leg Quarter Fillets, small dice
- 80 g Fresh Button Mushrooms, sliced thinly
- 80 g Fresh Shiitake Mushrooms, sliced thinly
- 300 g Egg Noodles, pre-blanched
- 15 g Leeks, sliced thinly
- 2 g Knorr Chicken Powder 1kg (or to taste)

Assemble the Pancit

- 15 g Grated Parmesan Cheese
- 3 g Toasted Sesame Seeds
- 10 g Chopped Fresh Spring Onions

METHOD

Make the Garlic Butter Sauce

Heat oil and butter in a pan.

Add garlic and spring onions. Cook for 1 minute.

Add all remaining ingredients. Stir well. Simmer for 3 minutes.

Set aside until ready to serve.

Cook the Pancit

Heat oil in a pan.

Sauté onions and garlic.

Add chicken and sauté for 3 minutes.

Add mushrooms and sauté for 3 minutes.

Add egg noodles and prepared garlic butter sauce. Stir-fry until combined.

Add leeks and season to taste with Knorr Chicken Powder.

Assemble the Pancit

Transfer pancit into serving containers.

Garnish with Parmesan cheese, sesame seeds, and spring onions.

Serve immediately.



Knorr Chicken Powder, Lady's Choice Peanut Butter Creamy and Knorr Pork Broth Base

Boost the meatiness of your Lechon Kawali Kare Kare Burrito with Knorr Pork Broth Base. Create the kare kare sauce with Lady's Choice Peanut Butter for the essential nutty flavor and Knorr Chicken Powder to round off the seasoning. Enhance the turmeric sauce with Knorr Chicken Broth Base for added flavor and Knorr Chicken Powder to finish off the seasoning.



"AS PART OF THE BORDERLESS CUISINE TREND, I CREATED A MEXICAN-INSPIRED, *Filipino-style burrito* FEATURING KARE KARE. IT INCLUDES CRUNCHY LECHON KAWALI, KARE KARE SAUCE, COMPONENTS, AND TURMERIC RICE, ALL WRAPPED IN A FLOUR TORTILLA."

— CHEF BRANDO SANTOS
Senior Sous Chef
Unilever Food Solutions Philippines

80% FILIPINOS FOUND THIS UNIQUE

This lechon kawali kare-kare burrito reimagines a Filipino classic with a bold Mexican twist. Crispy lechon kawali is paired with the nutty sauce, turmeric rice, and kare-kare's classic components, all wrapped in a warm tortilla. It delivers crunch, umami, and richness – best for menus seeking inventive takes on Filipino comfort food.

WHY DINERS LIKE THIS

"The Unexpected Fusion: This combination is a playful and adventurous mix of Filipino and Mexican flavors. It's exciting to see the potential for a delicious clash of cultures on a plate!"

INGREDIENTS
(SERVES 6)

Make the Lechon Kawali

2500 ml Water
120 g Knorr Pork Broth Base 1.5kg
250 ml Fish Sauce
300 g White Onions, chopped
2 pcs Bay Leaves
1000 g Pork Belly Slab (boneless)
2000 ml Canola Oil (for deep-frying)

Prepare the Kare-Kare Sauce

45 ml Atsuete Oil
120 g Minced Onions
60 g Minced Garlic
120 g Chopped Tomatoes
30 ml Fish Sauce
10 g Knorr Beef Broth Base 1.5kg
10 g Knorr Pork Broth Base 1.5kg
60 g Lemongrass Stalks, bruised
15 g Bagoong
1000 ml Water
120 g Lady's Choice Peanut Butter Creamy 1kg
3 g Knorr Chicken Powder 1kg
1 g Black Pepper
10 g Atsuete Seeds (for more color)
30 ml Cornstarch Slurry (to thicken sauce)

Cook the Turmeric Rice

30 ml Canola Oil
45 g Minced Onions
30 g Minced Garlic
250 g Long-Grain Rice, washed
15 g Bagoong
5 g Knorr Chicken Broth Base 1.5kg
2 g Turmeric Powder
330 ml Water
2 g Knorr Chicken Powder 1kg (for seasoning)

Assemble the Burrito

12-inch Flour Tortillas
String Beans, cut into 1-inch lengths, blanched, and sautéed
Eggplant Batons, deep-fried
Pechay Tagalog, blanched and sautéed

METHOD

Make the Lechon Kawali

Combine water, Knorr Pork Broth Base, fish sauce, onions, and bay leaves in a pot.

Bring to a boil. Lower heat to simmer.

Add pork belly and simmer until fork tender.

Remove pork belly from the liquid and transfer to a wire rack placed over a sheet tray.

Puncture small holes in the skin and wipe off the juices.

Roast pork belly in a preheated 330°F oven until the skin is dried and crispy.

Portion pork belly and deep-fry until the skin blisters.

Slice pork into medium-dice portions. Set aside.

Prepare the Kare-Kare Sauce

Heat atsuete oil in a pot.

Sauté onions, garlic, and tomatoes for 5 minutes.

Stir in the fish sauce, Knorr Beef Broth Base, Knorr Pork Broth Base, lemongrass, and bagoong. Cook for 2 minutes.

Pour in water and bring to a boil. Simmer for 15 minutes.

Remove lemongrass stalks. Transfer the mixture to a blender. Process until smooth. Return the sauce to the pot.

Stir in peanut butter and season with Knorr Chicken Powder and black pepper.

Place atsuete seeds in a strainer and submerge lightly into the sauce to adjust color.

Thicken kare-kare sauce with cornstarch slurry.

Cook the Turmeric Rice

Heat the oil in a pan and sauté the onions and garlic until they are fragrant and translucent.

Add the rice to the pan and cook for 1 minute, stirring constantly.

Stir in the bagoong, KCB, and turmeric powder until well combined.

Pour the water into the pan and stir in the chicken powder.

Transfer the mixture to a rice cooker.

Press the button on the rice cooker and cook the rice until done.

Assemble the Burrito

Warm flour tortillas in a pan.

Lay a tortilla on a flat work surface.

Place turmeric rice and lechon kawali cubes in the center. Drizzle kare-kare sauce on top.

Layer vegetables on top.

Fold, wrap, and seal into a burrito. Slice, if desired. Repeat with remaining components.

Serve with more kare-kare sauce on the side for dipping.

LECHON KAWALI KARE-KARE BURRITO

WITH **CHEF BRANDO SANTOS**

Crispy lechon kawali, kare-kare sauce, and turmeric rice come together in this hearty burrito. Treat diners to a medley of tastes and textures.

BEEF PARES TACOS
WITH GARLIC-SPRING ONION CREMA

WITH **CHEF BRANDO SANTOS**

Tap into the Fil-Mex trend with these beef pares tacos. This fusion dish adds flair to the Pinoy ulam with ensaladang talong and garlicky crema.



"MARRYING COMFORT FOODS FROM MEXICO AND THE PHILIPPINES, I CREATED *beef pares* TACOS. THESE TACOS FEATURE TENDER BEEF COOKED PARES STYLE ON SOFT TORTILLAS, GARNISHED WITH ENSALADANG TALONG, GARLIC-SPRING ONION CREMA, CALAMANSI, AND CILANTRO."

— CHEF BRANDO SANTOS
Senior Sous Chef
Unilever Food Solutions Philippines

87% FILIPINOS WOULD ORDER THIS DISH

These beef pares tacos bring a Filipino twist to Mexican street food. Tender beef is tucked into soft tortillas with smoky ensaladang talong, garlic-spring onion crema, and fresh cilantro. The result is a vibrant, flavor-party dish – perfect for restaurants looking to level up their taco lineup with a local flair.

WHY DINERS LIKE THIS

"I love tacos and I love pares too. I would definitely want to try this combination."



Lady's Choice Real Mayonnaise, Knorr Liquid Seasoning and Knorr Beef Broth Base

Increase the beefiness of your dish with Knorr Beef Broth Base. Add Knorr Oyster Flavoured Sauce for hints of sweetness and umami, and Knorr Liquid Seasoning for a deep soy flavor. For a more velvety texture, use Knorr Liquid Seasoning for added depth and Lady's Choice Real Mayonnaise as the base for the garlic spring onion cream.

INGREDIENTS
(SERVES 10)

Cook the Beef Pares

500 g Beef Short Ribs, sliced into 2-inch cubes
500 g Beef Chuck, sliced into 2-inch cubes
2000 ml Water
5 g Knorr Beef Broth Base 1.5kg
70 ml Knorr Oyster Flavoured Sauce 3.6kg
70 ml Knorr Liquid Seasoning 3.8L
90 g Brown Sugar
40 ml Dark Soy Sauce
3 pcs Star Anise
2 g Black Pepper
60 g Rehydrated Shiitake Mushrooms
60 ml Cornstarch Slurry

Make the Ensaladang Talong

140 g Eggplant, grilled, peeled, and chopped
40 g Tomatoes, small dice
40 g Onions, small dice
10 ml Calamansi Juice
Knorr Chicken Powder 1kg, to taste
Black Pepper, to taste

Prepare the Garlic-Spring Onion Crema

45 g Peeled Garlic, minced
15 g Spring Onions, chopped finely
140 ml Lady's Choice Real Mayonnaise 5.5L
5 ml Knorr Liquid Seasoning 3.8L
2 g Chili Flakes

Assemble the Tacos

20 pcs 4-inch Soft Flour Tortillas, warmed
Fresh Cilantro (for garnish)
Calamansi Halves (for garnish)

METHOD

Cook the Beef Pares

Place all ingredients, except the cornstarch slurry, in a pressure cooker. Cook beef until fork tender.

Remove mushrooms and slice. Set aside.

Remove beef and shred. Set aside.

Stir in the slurry to thicken the sauce.

Combine beef, mushrooms, and sauce in a bowl.

Set aside until ready to assemble.

Make the Ensaladang Talong

Combine all ingredients in a bowl. Mix well.

Season to taste with Knorr Chicken Powder and pepper.

Set aside until ready to assemble.

Prepare the Garlic-Spring Onion Crema

Combine all ingredients in a bowl. Mix well.

Transfer to a bottle.

Set aside until ready to assemble.

Assemble the Tacos

Lay a tortilla on a flat work surface.

Top tortilla with shredded beef pares and ensaladang talong.

Drizzle garlic-spring onion crema on top.

Garnish with cilantro and calamansi.

Repeat with remaining components.



Knorr Shrimp Seasoning Powder 1kg

Infuse your Risotto with Prawns with rich seafood flavors by incorporating Knorr Shrimp Seasoning Powder. This seasoning enhances the natural taste of the prawns and deepens the overall seafood profile of the dish, ensuring each bite is bursting with savory goodness.



"COMBINING ITALIAN INFLUENCES WITH *Filipino-style porridge*, I CREATED A RISOTTO REMINISCENT OF LUGAW, ENRICHED WITH TABA NG TALANGKA SAUCE. FEATURING PRAWNS, LUMP CRABMEAT, TOBIKO, AND CALAMANSI FOAM, IT'S A LUXURIOUS FUSION OF FLAVORS."

— CHEF BRANDO SANTOS
Senior Sous Chef
Unilever Food Solutions Philippines

78% FILIPINOS FOUND THIS UNIQUE

This risotto recipe infuses Italian elegance with vibrant local seafood. It features creamy rice infused with taba ng talangka, then topped with plump prawns, lump crabmeat, tobiko, and a bright calamansi foam. This luxurious dish bridges cultures with its striking flavors and indulgent texture, making it a standout choice for businesses seeking a refined yet familiar dish.

WHY DINERS LIKE THIS

"I think this dish would be a refreshing meal with thouse who craves to taste the sea. It looks very tasty in the picture, the rice very creamy, not dry and the seafood entices me to go try this one!"

INGREDIENTS
(SERVES 6)

Cook the Risotto in Taba ng Talangka Nage

45 ml Olive Oil
30 g Minced Onions
15 g Minced Garlic
15 g Minced Ginger
90 g Taba ng Talangka
2 g Knorr Shrimp Seasoning Powder 1kg
200 g Arborio Rice
1000 ml Water or Shrimp Stock (hot)
15 ml Unsalted Butter
3 g Parmesan Cheese
Salt and Pepper, to taste

Prepare the Prawns and Lump Crabmeat

1500 ml Water
60 g Lemon Slices
120 ml White Wine
30 g Parsley Stems
60 g Chopped Onions
2 g Whole Black Peppercorns
250 g Prawns
120 g Lump Crabmeat

Make the Calamansi Foam

250 ml Cream
60 ml Calamansi Juice
Salt and Pepper, to taste

Assemble the Risotto

Tobiko or Caviar
Fresh Dill
Edible Flowers

METHOD

Cook the Risotto in Taba ng Talangka Nage

Heat oil in a pot.

Sauté onions, garlic, and ginger for 1 minute.

Stir in taba ng talangka and Knorr Shrimp Powder. Cook for 1 minute.

Add rice and stir.

Add water or shrimp stock one ladle at a time, stirring the rice continuously. Wait for the rice to fully absorb the liquid before adding the next ladle.

Repeat the process until the risotto is cooked and creamy.

Stir in butter and Parmesan cheese.

Season to taste with salt and pepper.

Prepare the Prawns and Lump Crabmeat

Combine water, lemon slices, white wine, parsley, onions, and peppercorns in a pot.

Bring to a boil and simmer for 5 minutes.

Blanch prawns in liquid until cooked. Remove and set aside.

Repeat the process with crabmeat.

Make the Calamansi Foam

Combine all ingredients and mix well.

Transfer mixture to a cream whipper or espuma canister, charge, and shake. Set aside until ready to assemble.

Assemble the Risotto

Transfer risotto into serving dishes. Arrange seafood on top.

Top with calamansi foam, tobiko or caviar, fresh dill, and edible flowers.

PRAWNS AND CRABMEAT RISOTTO WITH TABA NG TALANGKA

WITH **CHEF BRANDO SANTOS**

Merge Italian and Filipino culinary influences in this luxurious number. Here's an umami-rich risotto loaded with prawns, crabmeat, and taba ng talangka.

OPEN-FACED FILI-BISTEK SANDWICH

WITH **CHEF BRANDO SANTOS**



Give bistek a creative upgrade with this open-faced spin on the Philly cheesesteak. Diners will love the familiar flavors with fun Filipino twists.



"DRAWING INSPIRATION FROM THE PHILLY CHEESESTEAK, I CRAFTED A VERSION WITH FILIPINO FLAVORS. THIS OPEN-FACED SANDWICH FEATURES RIBEYE IN *bistek sauce*, CARAMELIZED ONIONS, CHARRED KESONG PUTI, AND CRISPY ONIONS, FUSING BOTH CULINARY TRADITIONS."

— CHEF BRANDO SANTOS
Senior Sous Chef
Unilever Food Solutions Philippines

78% FILIPINOS FOUND THIS UNIQUE

A Filipino take on the Philly cheesesteak, this bistek recipe features ribeye slices served on open-faced sandwiches. After marinating in a classic bistek sauce and being seared to perfection, the beef is layered with sweet caramelized onions, kesong puti, and crispy fried onions. Add it to your menu to satisfy guests craving comfort food with a gourmet edge.

WHY DINERS LIKE THIS

"I would really love to eat this beacause it is a sandwich with a ribeye with bistek-style sauce."



Knorr Liquid Seasoning 3.8L

Marinate the ribeye bistek with Knorr Liquid Seasoning to impart a rich soy caramel flavor, enhancing the beef's savory profile and creating a deliciously flavorful Sandwich.

INGREDIENTS
(SERVES 2)

Cook the Ribeye Bistek

60 ml Knorr Liquid Seasoning 3.8L
45 g Minced Garlic
5 g Cracked Black Pepper
15 g Brown Sugar
2 g Chili Flakes
45 ml Calamansi Juice
250 g Ribeye Steak
30 ml Canola Oil
120 ml Sliced White Onions
120 ml Water
15 g Unsalted Butter

Make the Sautéed Spinach

30 ml Canola Oil
45 g Minced Onions
30 g Minced Garlic
180 g Spinach, blanched and chopped
Salt and Pepper, to taste

Assemble the Bistek Sandwich

2 pcs Sourdough Slices, buttered and toasted lightly
60 g Kesong Puti Slices
30 g Crispy Onions
5 g Chopped Fresh Spring Onions

METHOD

Cook the Ribeye Bistek

Combine Knorr Liquid Seasoning, garlic, pepper, sugar, chili flakes, and calamansi juice in a bowl.

Add ribeye steak and marinate for 20 minutes.

Heat oil in a pan. Sear marinated steak on both sides. Remove steak and let rest.

In the same pan, add remaining marinade and onions. Cook for 1 minute.

Add water and simmer until flavors meld.

Stir in butter.

Portion steak and set aside for assembly.

Make the Sautéed Spinach

Heat oil in a pan.

Sauté onions and garlic.

Add spinach and sauté for 2 minutes.

Season to taste with salt and pepper. Set aside.

Assemble the Bistek Sandwich

Spread sautéed spinach on the sourdough slices.

Top with ribeye steak slices and bistek sauce with onions.

Layer kesong puti on top of the beef and place under the salamander or broiler to melt the cheese.

Garnish with crispy onions and spring onions.

Drizzle more bistek sauce over the sandwich.

Serve immediately.



Knorr Liquid Seasoning 3.8L and Knor Chicken Broth Base 1.5kg

Enhance the seasoning and depth of flavor in your Arroz Valenciana by boiling the claypot with Knorr Chicken Broth Base and Knorr Liquid Seasoning. These ingredients work together to create a rich, savory base that elevates the overall taste of the dish.



"*Arroz Valenciana* A FILIPINO HERITAGE DISH FROM THE SPANISH COLONIAL ERA, FEATURES GLUTINOUS RICE WITH CHICKEN, OFFALS, AND SHRIMPS, FLAVORED WITH TURMERIC AND PEPPERS. EACH REGION ADDS ITS OWN TWIST, CELEBRATING OUR CULINARY DIVERSITY."

— CHEF BRANDO SANTOS
Senior Sous Chef
Unilever Food Solutions Philippines

90% FILIPINOS WOULD ORDER THIS DISH

Arroz Valenciana is a heritage dish that combines Spanish and Filipino flavors using glutinous rice, chicken, offal, shrimp, turmeric, and peppers. This version is cooked in a claypot instead of a paellera, creating a toasted bottom and richer aroma. The method adds a layer of tradition and Chinese influence to this festive classic.

WHY DINERS LIKE THIS

"This dish may be interesting because of the delightful revision of the classic dish of paella valenciana. Additionally I love seafood and I believe many people love seafood."

INGREDIENTS
(SERVES 6)

Prepare the Rice

50 g Glutinous Rice
200 g Long-Grain Rice
2 g Turmeric Powder

Cook the Claypot Arroz Valenciana

60 ml Coconut Oil
20 g Garlic, minced
100 g Onions, diced finely
100 g, Chicken Liver, cut in half
100 g Pork Belly, skin removed and sliced thinly
100 g Chicken Breast, sliced into ½-inch cubes
500 ml Water
15 g Knorr Chicken Broth Base 1.5kg
10 g Knorr Liquid Seasoning 3.8L
100 g Shrimps, peeled and deveined
25 g Green Peas
50 g Red Bell Peppers, cut into strips
50 g Green Bell Peppers, cut into strips
20 g Raisins

Garnish the Arroz Valenciana

4 pcs Eggs, boiled and cut in half
Crispy Garlic
Finley Sliced Spring Onions
Coconut Foam

METHOD

Prepare the Rice

Combine glutinous rice and long-grain rice. Wash, then soak with 250 g water and turmeric powder for 1 hour.

Cook the Claypot Arroz Valenciana

Heat a pan and add oil.

Sauté garlic until caramelized. Add onions and sauté until translucent.

Add chicken liver and pork belly. Sauté until cooked through.

Add chicken breast and cook. Set aside.

Place claypot on the stovetop.

Pour in 300 ml water and bring to a boil.

Add Knorr Chicken Broth Base and Knorr Liquid Seasoning.

Add rice mixture, cover, and bring to a boil. Simmer at lowest heat for 20 minutes.

10 minutes after simmering, arrange shrimp, green peas, bell peppers, and raisins on top of the rice. Cover and continue cooking until the dish is ready.

Garnish the Arroz Valenciana

Garnish with eggs, crispy garlic, spring onions, and coconut foam.

Serve immediately.

CLAYPOT ARROZ VALENCIANA

WITH **CHEF BRANDO SANTOS**

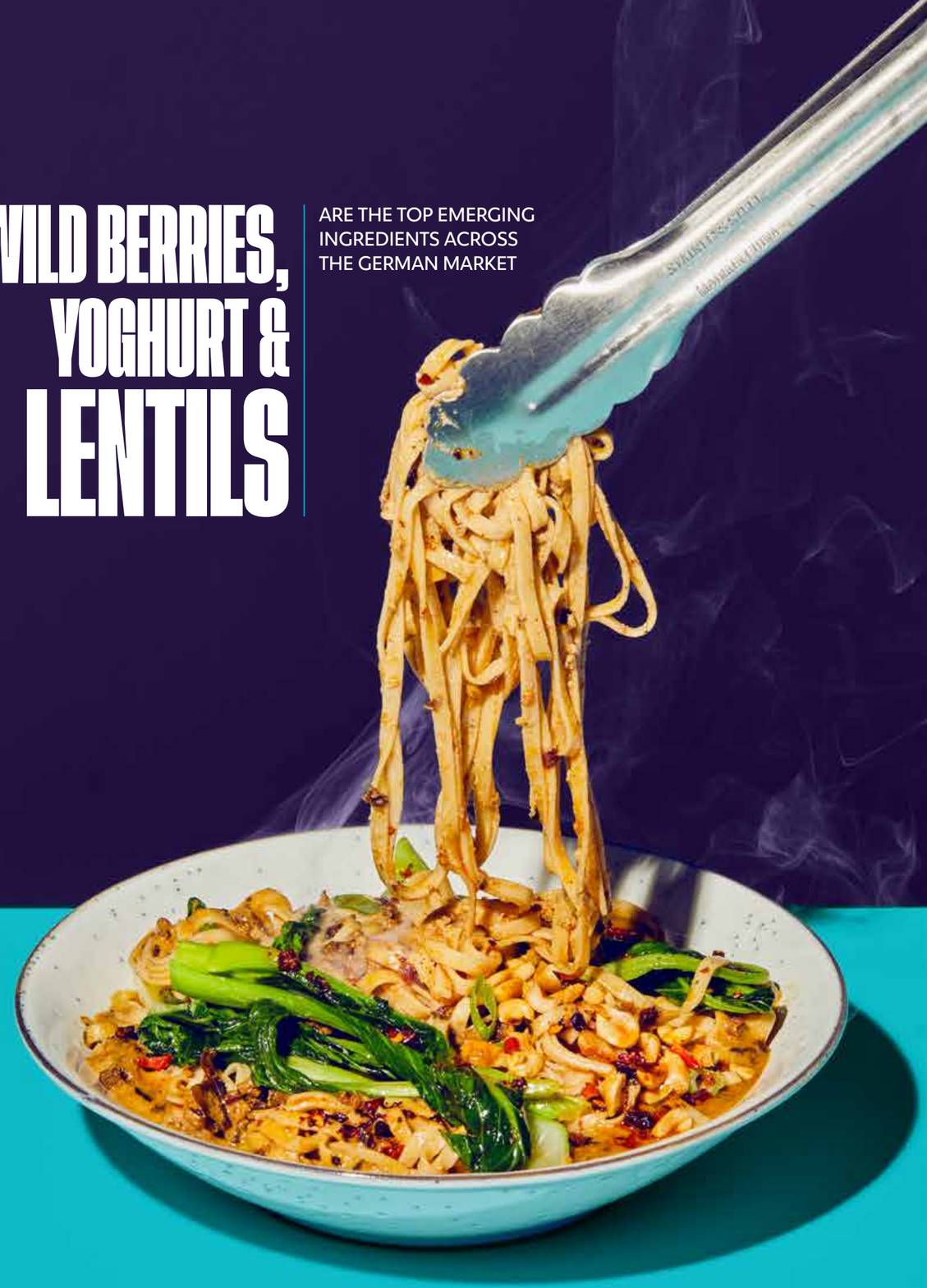
Reimagine arroz Valenciana with a Chinese twist by cooking it in a claypot. Offer the same Filipino-Spanish flavors but with enhanced aroma and texture.


Amana COMMERCIAL
IMPORTANT!
SERVICE
Unilever Food Solutions
J Brando Santos
Knorr
PROFESSIONAL
CHICKEN POWDER
SEASONING MIX
1kg
Knorr

CULINARY ROOTS

WILD BERRIES, YOGHURT & LENTILS

ARE THE TOP EMERGING INGREDIENTS ACROSS THE GERMAN MARKET



A growing trend in the culinary world is the celebration and revival of lesser-known regional cuisines, honoring indigenous ingredients and cooking techniques that connect to cultural heritage. This movement emphasizes the importance of preserving the past while moving forward, ensuring *authenticity* remains at the heart of each dish. The trend often begins within a region and may gain wider recognition, but it must retain its true essence to succeed.

Key drivers of this trend include:

- The pandemic and supply chain issues, sparking interest in local and cultural food traditions
- Diners seeking depth and authenticity in their food experiences
- The rediscovery of one's own culture rather than focusing on foreign influences
- Chefs highlighting their heritage rather than appropriating other cultures
- Storytelling as a means to connect with tradition and history

Chefs are now reviving traditional and micro-regional recipes, offering diners access to rarely celebrated cuisines. This approach preserves culinary heritage by using authentic techniques and ingredients. While modern twists can be applied, maintaining the authenticity of the cuisine remains essential, providing a rich cultural experience that celebrates history as much as innovation.

The Top Techniques

Here are some of the trendy techniques which are dominating this trend:

- Wood-fire Cooking
- Stewing
- Infusion
- Slow Cooking
- Charcoal Grilling
- Marination

Cuisines with Culinary Roots

Here are some of the regional cuisines which perfectly capture this trend:

- Oaxacan
- Andean
- Basque
- Emirati
- Korean Temple
- Sichuan
- Yucatecan

ONE TO WATCH

THE POPULARITY OF HUNAN CUISINE, WHICH ORIGINATES FROM THE XIANG RIVER REGION, DONGTING LAKE AND WESTERN HUNAN PROVINCE IN CHINA IS INCREASING RAPIDLY.





IDENTITY THROUGH FOOD



GEN Z AND MILLENNIALS ARE *reclaiming* THEIR ROOTS THROUGH FOOD

WRITTEN BY
Angela Hui

Have you ever paused to reflect on the story behind the dishes you create? Perhaps you've considered the origins of a key spice used in your kitchen or wondered about the history of a family recipe that inspires your menu. As a chef or restaurant owner, understanding the roots of food can transform your kitchen into a place that does more than just prepare meals; it can be a classroom to teach cultural history or be a stage for celebrating dishes.

From age-old recipes passed down through generations to regional dishes reinvented with modern twists, Gen-Z and Millennials see food as more than sustenance. Today's generation has some of the most adventurous palates shaped by early exposure to diverse flavours, they embrace food that excites the senses, learn about different cultures and dive into forgotten traditions that connect them to the past. Using food as a bridge between cultural heritage and modern life, they're rethinking how they consume food, engaging with culinary content in books and online and finding cooking inspiration in new ways. Food is a crux for storytelling––a chance to reconnect with roots, a space to explore identity and a way to foster a sense of community.

In 2018, Chris Ying, former editor of the cult indie food magazine Lucky Peach, explored this notion in You and I Eat the Same, highlighting the countless ways food and cooking connect us while also showing the stark differences and complexities of eating. For those working in the hospitality industry, this presents an opportunity to delve deeper into food and how it can be a connector, bridge cultural divides and launch conversations. Who gets to cook what, and why? How can dishes reflect stories of identity, heritage, and evolution? What message do you want to convey with your ingredients and cooking techniques? By being intentional with these choices, you create dishes that can resonate on a deeper level with customers.

Consider how chefs like Joke Bakare, the first Black female chef in the UK to win a Michelin Star. Her restaurant Chishuru in central London, approaches this. By using hard-to-find West African ingredients alongside local British produce, Bakare goes that extra step to educate and inspire. "Food is multi-layered and anchors us to culture and tradition," she says. Her approach challenges preconceptions and invites diners to explore the breadth and depth of West African cuisine in a new light, paving the way for a more nuanced understanding. "Food from the Sub-Saharan continent often lacks technique and finesse; it's all very one-pot. I want people who come to Chishuru for the first time to discover the techniques we serve. It might look simple, but it's deceptive."

The desire for meaningful culinary experiences is evident in the dining habits of Gen Z and Millennials. Research from the restaurant reservation platform Seven Rooms highlights that 34% of UK consumers in this demographic dine out at least three times a month. They aren't just looking for the next trend or the latest restaurant opening; they seek third places outside home and work to connect and unwind. Factors such as convenience, personalisation and value when dining out are considered the most important. Customers are usually loyal to their favourite brands and restaurants; they trust them and are willing to pay more for elevated experiences. What's more, some of the biggest themes in restaurant marketing are related to authenticity, community connection, genuine

flavours and inclusive spaces that celebrate diversity. In London, this shift is evident in places like Chishuru.

"The food world is finally sitting up and taking notice, but there's a long way to go. It's very important for me to hold on to the tradition of the food that I grew up with. In West African food, there's not a lot of documentation on our food," Bakare explains. "I want to be an agent of preservation while embracing modernity, ensuring these traditions endure for the next generation."

This representation and diversity resonates strongly with younger diners and extends beyond the plate and into popular media. The internet has made it easier than ever to learn how to cook and discover places to eat. YouTube channels offer not only recipes and restaurant recommendations but also in-depth explorations of food origins and history. Meanwhile, social media platforms like Instagram and TikTok allow home cooks, farmers, chefs, food and drink brands, restaurant groups, and food writers to share their stories directly with audiences, bypassing traditional media. This shift has created opportunities for both amateur and professional cooks to share their culinary traditions with the world.

Embracing this rise in identity-driven cuisine presents a unique opportunity. You're not just serving food—you're crafting a memorable experience that educates and connects. Chef Marie Mitchell's cookbook Kin embodies this philosophy by weaving personal stories, history, heritage and tradition with each recipe, reflecting on her journey as part of the Caribbean London diaspora.

"We've never been so connected in our lives, yet we still feel incredibly lonely. People are searching for a sense of place, community, and togetherness," Mitchell observes. "Whether through food, art, or culture, we are drawn to one another because we see parallels of ourselves—common practices and experiences. That's what brings us closer to who we are in a more beautiful way."

In this age of authenticity, diners value intentionality and purpose. They want to know what they're eating, the journey from farm to table, the stories behind the hands that made the food, and feel that their meal is part of a larger cultural narrative. By offering context, stories, and history, you invite your guests into a shared journey of discovery. The next time you test a new recipe, plan a menu, or introduce a special, consider what story it tells. Does it highlight forgotten traditions? Does it connect to your heritage or personal experiences? Let your food tell the story of your roots, inspirations, and vision for the future. In doing so, your restaurant becomes not just a place to eat but a destination for cultural exploration and meaningful dining.





INULUKAN

WITH **CHEF KEN CACHO**



Discover inulukan, a Bicolano dish of fresh crabs wrapped in taro leaves and simmered in coconut milk. Elevate your menu with this bold, smoky classic.



"BICOL IS A CULINARY POWERHOUSE KNOWN FOR DISHES LIKE *laing* USING LOCAL INGREDIENTS SUCH AS CRABLETS AND GABI. THEIR USE OF COCONUT MILK ADDS A RICH, CREAMY TEXTURE TO DISHES LIKE INULUKAN."

— CHEF KENNETH CACHO
Country Executive Chef
Unilever Food Solutions Philippines

77% FILIPINOS FOUND THIS UNIQUE

A heritage dish from Bicol, inulukan is made by stuffing taro leaves with river crabs (uluk), coconut meat, and spices like ginger, garlic, and lemongrass. The parcels are then slow-simmered in coconut milk until the oil rises, creating a rich, smoky, and creamy profile. This pinangat recipe is a great alternative to laing, offering the same beloved flavors in a more indulgent form.

WHY DINERS LIKE THIS

"I love the laing dish. This twist makes me curious enough to try it and have a different kind of experience."



Knorr Sinigang Sa Sampalok Mix, Knorr Chicken Powder and Knorr Chicken Broth Base

The chicken broth, boiled in a blend of coconut milk and water, ensures a rich and balanced flavor without being overly salty. The use of sinigang, instead of kamias or lime, adds a distinct tanginess, while Knorr Chicken Powder enhances the overall savoriness, making this dish a standout on any menu.

INGREDIENTS
(SERVES 10)

Make the Inulukan Stuffing

500 g Coconut Meat, chopped

50 g Ginger, minced

20 g Garlic, minced

100 g Onions, chopped

4 pcs Lemongrass Stalks, minced

2 pcs Green Chilies, chopped

20 g Knorr Chicken Powder 1kg

500 g Crabmeat

100 g Crab Fat

1 g Black Pepper, ground

15 g Knorr Sinigang Sa Sampalok Mix 1kg

Prepare the Taro Leaf Parcels

20 pcs Taro Leaves, some kept whole and some shredded

Cook the Inulukan

50 g Ginger, sliced thinly

20 g Garlic, minced

100 g Onions, chopped

3 pcs Lemongrass, stalks bruised

500 ml Coconut Cream

250 ml Water

15 g Knorr Chicken Broth Base 1.5kg

2 pcs, Red Chilies, kept whole

METHOD

Make the Inulukan Stuffing

Mix all ingredients in a bowl.

Prepare the Taro Leaf Parcels

Place two taro leaves on a flat surface.

Add some shredded taro leaves and some prepared stuffing in the center.

Roll and tuck each parcel. Tie to secure.

Cook the Inulukan

Place whole taro leaves in a deep pot. Arrange ginger, garlic, onions, and lemongrass over the leaves.

Arrange parcels on top of the aromatics.

Pour coconut cream and water. Add Knorr Chicken Broth Base and red chilies on top.

Bring to a boil and lower heat to simmer for 1 hour or until the coconut cream releases its oil.

Remove from heat and serve immediately.



"CHICKEN *patir* IS A COMFORTING AND AFFORDABLE DISH THAT CAN BE ENJOYED ANY TIME OF THE DAY. THE RICH ARRAY OF SPICES IN MAGUINDANAO COOKING TRULY REPRESENTS THE REGION'S HERITAGE AND CULINARY TRADITIONS."

— CHEF KENNETH CACHO
Country Executive Chef
Unilever Food Solutions Philippines

84% FILIPINOS WOULD ORDER THIS DISH

A Mindanao classic, chicken patir features shredded, spiced chicken served over rice and wrapped in banana leaves. Once a breakfast staple, it's now enjoyed all day for its bold flavors and affordability. Paired with palapa – a fiery mix of wild garlic leaves and chilies – this dish delivers intense flavors with minimal effort and deep cultural roots.

WHY DINERS LIKE THIS

"I enjoy food in a meal type. This chicken patir has rice already with ulam on top - so it's a must try. And also, I love spicy food and chicken."



Knorr Chicken Powder, Knorr Liquid Seasoning and Knorr Chicken Broth Base

This Chicken Patir features shredded chicken cooked in a flavorful broth, which is then enhanced with Knorr Liquid Seasoning and Knorr Chicken Powder for added savoriness.

INGREDIENTS
(SERVES 10)

Prepare the Chicken

1000 g Chicken Breast

2000 g Water

30 g Knorr Chicken Broth Base 1.5kg

Cook the Chicken Patir

150 g Oil

50 g Garlic, minced

200 g Onions, minced

250 ml Coconut Cream

3 pcs Red Chilies, minced

5 g Turmeric

1 g Pepper

20 g Knorr Chicken Powder 1kg

25 g Knorr Liquid Seasoning 3.8L

Assemble the Chicken Patir

Cooked White Rice

Margarine

Banana Leaves

Palapa

METHOD

Prepare the Chicken

Place all ingredients in a pot.

Bring to a boil and simmer for 30 minutes or until chicken is tender.

Strain and reserve the cooking liquid.

Let chicken cool, then shred.

Cook the Chicken Patir

Heat oil in a pan over medium heat.

Sauté garlic until fragrant.

Add onions and cook until soft.

Add coconut cream and boil until it starts to curdle and release its oil.

Add shredded chicken, red chilies, turmeric, and pepper. Sauté until dry.

Season with Knorr Chicken Powder and Knorr Liquid Seasoning.

Assemble the Chicken Patir

Cook rice in the reserved cooking liquid.

Spread margarine on a banana leaf. Arrange rice in the center. Top with chicken patir. Wrap tightly.

Serve with palapa on the side.

CHICKEN PATIR

(SHREDDED CHICKEN OVER RICE)

WITH **CHEF KEN CACHO**

Learn to cook chicken patir, a Muslim favorite featuring shredded spiced chicken over rice wrapped in banana leaves. A low-cost, high-impact dish!

LA PAZ STYLE BATCHOY
WITH BEEF AND PORK

WITH **CHEF KEN CACHO**



Serve comfort in a bowl with La Paz batchoy, a Iloilo noodle soup with pork, beef, and crispy chicharon. It's rich, hearty, and packed with umami.



"Lapaz Batchoy IS A COMFORTING CHILDHOOD MEMORY FOR MANY, INCLUDING MYSELF, AS MY MOM IS FROM ILOILO. THIS HEARTY SOUP SHOWCASES THE ILONGGOS' TASTY AND NOURISHING CUISINE, INFLUENCED BY THE CHINESE COMMUNITY, USING NOSE-TO-TAIL COOKING AND LOCAL BAGOONG."

— CHEF KENNETH CACHO
Country Executive Chef
Unilever Food Solutions Philippines

92% FILIPINOS WOULD ORDER THIS DISH

A signature dish of Iloilo, La Paz batchoy is a rich noodle soup with egg noodles, pork, beef, and innards simmered in a broth with guinamos (fermented fish paste). Topped with fried garlic and crushed chicharon, it's a comforting bowl full of umami. As a UNESCO Creative City for Gastronomy, Iloilo invites you to honor its legacy by adding La Paz batchoy to your menu.

WHY DINERS LIKE THIS

"Soup is one of my comfort food. And this La Paz Batchoy is one also my favorites because of its savory taste."



Knorr Professional Sure Lasap All-in-One Seasoning Powder, Knorr Beef Broth Base and Knorr Pork Broth Base

This Lapaz Batchoy features a rich blend of beef and pork broth, enhanced with Knorr Professional Sure Lasap All-in-One Seasoning Powder for a hint of garlic. The combination of beef and pork creates a meaty and flavorful broth that Filipino diners love.

INGREDIENTS
(SERVES 10)

Prepare the Batchoy Broth

1000 g Pork Bones

1000 g Beef Bones

1000 g Beef Leg

1000 g Pork Leg

10000 ml Water

60 g Knorr Beef Broth Base 1.5kg

60 g Knorr Pork Broth Base 1.5kg

10 g Knorr Professional Sure Lasap All-in-One Seasoning Powder 1kg

50 g Sugar

Prepare the Batchoy Meats

1000 g Beef Liver

1000 g Pork Intestines

1000 g Beef Shoulder

1000 g Pork Shoulder

Finish the Batchoy Broth

2 pcs Onions, sliced thinly and fried until dark and caramelized

100 g Guinamos

Assemble the La Paz Batchoy

2000 g Miki Noodles, blanched

Crispy Fried Chopped Garlic

Finely Sliced Spring Onions

Crushed Chicharon

Black Pepper, ground

METHOD

Prepare the Batchoy Broth

Place bones and legs in a big stockpot. Boil for 10 minutes, then drain.

Wash bones and legs. Return to the pot.

Fill the pot with 10000 ml water. Bring to a boil.

Add Knorr Beef Broth Base, Knorr Pork Broth Base, Knorr Sure Lasap All-in-one Seasoning Powder, and sugar.

Simmer for 4 to 6 hours, adding water occasionally to keep the bones and legs covered.

Prepare the Batchoy Meats

Once the broth has simmered for 3 hours, add the meats to the pot. Simmer for 2 hours.

Remove the meat from the pot, then slice into 2-inch-thin strips.

Keep broth simmering.

Finish the Batchoy Broth

Add caramelized onions and guinamos to the broth.

Simmer for 30 minutes, then strain.

Assemble the La Paz Batchoy

Place miki noodles in serving bowls.

Top noodles with cooked meats. Pour in hot broth.

Garnish with crispy garlic, spring onions, chicharon, and black pepper. Serve immediately.



"*Igado* REPRESENTS THE SIMPLE, STRAIGHTFORWARD COOKING OF ILOCANOS, FOCUSING ON PRESERVATION TECHNIQUES WITH SALT, BASI VINEGAR, AND GINGER. IT SHOWCASES THE RICH HERITAGE AND RESOURCEFULNESS OF ILOCANO CUISINE."

— CHEF KENNETH CACHO
Country Executive Chef
Unilever Food Solutions Philippines

86% FILIPINOS WOULD ORDER THIS DISH

A staple from Ilocos Norte, igado is a savory dish made with pork tenderloin and innards. This igado recipe simmers meat in vinegar, soy sauce, and bay leaves until dry, delivering a bold balance of tang and umami. It's a handaan favorite you can offer more often to customers craving its nostalgic, home-cooked taste.

WHY DINERS LIKE THIS

"First, it is my favorite and as well as this dish is quite unique and the flavor is what I am looking for a good dish."



Knorr Liquid Seasoning 3.8L and Knor Pork Broth Base 1.5kg

Marinate your meat with Knorr Liquid Seasoning for added savoriness that is then cooked in a rich meaty broth with Knorr Pork Broth Base which enhances the meatiness and flavor of the dish.

INGREDIENTS
(SERVES 10)

Prepare the Igado Meats

600 g Pork Tenderloin, sliced into strips
200 g Pork Liver, sliced into strips
100 g Pork Heart, sliced into strips
100 g Pork Kidneys, sliced into strips
25 g Knorr Liquid Seasoning 3.8L
10 g Soy Sauce
2 g Black Pepper, ground

Cook the Pork Igado

150 g Coconut Oil
100 g Garlic, minced
200 g Onions, chopped
150 g Red Bell Peper, diced into ¼-inch pieces
4 pcs Bay Leaves
100 g Green Peas
100 ml Water
200 ml Sugar Cane Vinegar
15 g Knorr Pork Broth Base 1.5kg

METHOD

Prepare the Igado Meats

Marinate pork tenderloin, liver, heart, and kidneys in Knorr Liquid Seasoning, soy sauce, and pepper for 1 hour.

Cook the Pork Igado

Heat coconut oil in a pan.
Sauté meats in batches until browned. Set meats aside.
In the same pan, sauté garlic.
Add onions and sauté until translucent.
Add bell peppers, bay leaves, and peas. Sauté well.
Add water, vinegar, and Knorr Pork Broth Base.
Bring to a boil and simmer for 10 minutes.
Add cooked meats and simmer for 10 minutes or until cooked through.
Serve hot.

ILOCOS IGADO

(PORK LIVER, HEART, AND KIDNEY)

WITH **CHEF KEN CACHO**

Take taste buds to Ilocos with igado, a classic dish of pork and liver simmered in vinegar and soy sauce. It's a hearty, flavorful addition to your lineup.

GUISADONG BITSUELAS

WITH **CHEF KEN CACHO**



Bitsuelas is a traditional stew with pork, white beans, and chorizo. Introduce your patrons to its authentic flavors with this recipe.



" *Bitsuelas* IS A TRADITIONAL DISH MADE WITH PORK HOCKS, RIBS, TOMATOES, AND WHITE BEANS. SOME RECIPES ADD CHORIZOS AND HAM, MAKING IT MORE FLAVORFUL AND LUXURIOUS. THIS VERSION OF THE HEARTY DISH TAKES INSPIRATION FROM THE YBANAG TRIBE OF CAGAYAN VALLEY."

— CHEF KENNETH CACHO
Country Executive Chef
Unilever Food Solutions Philippines

75% FILIPINOS FOUND THIS UNIQUE

Bitsuelas is a slow-cooked stew of pork hocks, ribs, tomatoes, and white beans. Some bitsuelas recipes add chorizo and ham for extra richness and depth. Serve this comforting dish with warm rice for a deeply satisfying and memorable meal.

WHY DINERS LIKE THIS

"I like beans a lot, specifically pork and beans and chili con carne, and I like how it is linked to deep cultural roots in the Philippines"



Knorr Liquid Seasoning 3.8L and Knor Pork Broth Base 1.5kg

Prepare the meat in a rich broth made with Knorr Pork Broth Base, which adds meatiness and depth of flavor to the dish. Seasoned with Knorr Liquid Seasoning, it brings a savory note that enhances the overall taste, ensuring a delicious and well-rounded flavor profile.

INGREDIENTS
(SERVES 10)

Prepare the Bitsuelas Meats

1000 g Pork Hocks, 1.5-inch-thick slices

500 g Pork Ribs

4 pcs Bay Leaves

2 g Black Pepper

30 g Knorr Pork Broth Base 1.5kg

2000 ml Water

Cook the Bitsuelas with Pork

100 ml Coconut Oil

50 g Garlic, minced

150 g Onions, diced

10 g Ginger, minced

200 g Tomatoes, peeled, deseeded, and chopped

20 ml Fish Sauce

1 g Black Pepper, ground

60 g Tomato Paste

2 pcs Chorizo, ½-inch-thick slices

150 g White Beans, boiled until tender

20 ml Knorr Liquid Seasoning 3.8L

Spring Onions, sliced finely

METHOD

Prepare the Bitsuelas Meats

Place pork hocks and ribs in a pot. Cover with water. Boil for 5 minutes.

Strain and wash off all impurities from the pork. Return hocks and ribs to the pot.

Add bay leaves, pepper, and Knorr Pork Broth Base.

Cover with water and bring to a boil. Lower heat and simmer for 1.5 hours or until tender. Add water occasionally to keep the meats covered.

Cook the Bitsuelas with Pork

Heat oil in a deep pan.

Sauté garlic until slightly browned.

Add onion and ginger. Cook until soft.

Add tomatoes and sauté until dry.

Add fish sauce, pepper, tomato paste, chorizo, and white beans.

Cook for 5 minutes, then add the pork broth. Boil until the liquid is reduced to half.

Add meats and simmer for another 15 minutes.

Season with Knorr Liquid Seasoning.

Transfer to serving bowls and garnish with spring onions.



"AN INNOVATIVE TAKE ON *tinola* MAKING IT CREAMIER AND MORE FLAVORFUL WITH LEMONGRASS AND COCONUT MILK. THIS VISAYAN DISH, LITERALLY TRANSLATED AS *spicy-spicy*, IS ENHANCED WITH COCONUT MILK, LEMONGRASS, CHILIES, AND OPTIONAL BASIL LEAVES OR DAHON NG SILI."

— CHEF KENNETH CACHO
Country Executive Chef
Unilever Food Solutions Philippines

87% FILIPINOS WOULD ORDER THIS DISH

A bold and aromatic dish from Visayas, chicken halang-halang is a coconut-based stew similar to tinolang manok, but with a fiery twist. Lemongrass and chilies infuse the broth with heat, true to its name meaning "spicy-spicy." Add it to your rainy season menu – or keep it a year-round comfort food staple.

WHY DINERS LIKE THIS

"I am from Visayan region and I've tasted this dish before, cooked by my Lola. I love its refreshing soup with coconut cream that makes it extra sweet than ordinary tinolang manok."



Knorr Chicken Powder, Knorr Liquid Seasoning and Knorr Chicken Broth Base

The tender chicken is cooked with Knorr Chicken Broth Base, adding a rich and savory flavor. Enhanced with Knorr Liquid Seasoning and Knorr Chicken Powder, it brings an elevated taste and aroma that makes this dish truly special.

INGREDIENTS
(SERVES 10)

Prepare the Chicken

1 pc Whole Chicken (1.2 kg), cut into 16 pieces

15 g Knorr Chicken Powder 1kg

100 ml Coconut Oil

Cook the Halang Halang na Manok

50 g Garlic, minced

80 g Ginger, minced

150 g Onions, sliced thinly

2 pcs Lemongrass Stalks, bruised

2 pcs Red Chilies, sliced

1000 ml Water

20 g Knorr Chicken Broth Base 1.5kg

20 ml Knorr Liquid Seasoning 3.8L

10 ml Fish Sauce

400 ml Coconut Milk

1 pc Green Papaya or Sayote, sliced into 1-inch pieces

1 g Black Pepper, ground

METHOD

Prepare the Chicken

Season chicken pieces with Knorr Chicken Powder. Set aside to marinate.

Heat oil in a pan over medium heat.

Cook chicken pieces just until they change color. Set aside.

Cook the Halang Halang na Manok

In the same pan, sauté garlic until soft.

Add ginger and onions and cook until translucent.

Add chicken pieces, lemongrass, red chilies, and water. Bring to a boil.

Add Knorr Chicken Broth Base, Knorr Liquid Seasoning, and fish sauce.

Once boiling, add green papaya or sayote. Simmer for 15 minutes.

Add coconut milk. Bring to a boil. Lower heat and simmer for 20 minutes or until the chicken and vegetables are cooked.

Season with black pepper and serve hot.

You can also add basil leaves, malunggay, or dahon ng sili to make the dish more nutritious.

HALANG-HALANG NA MANOK

(SPICY CHICKEN STEW IN COCONUT)

WITH **CHEF KEN CACHO**

Spice up your menu with chicken halang-halang, a Visayan-Mindanaoan dish like tinola but with a coconut base. Lemongrass and chilies give it a fiery kick!


Unilever
Food
Solutions
Kenneth Cacho

DINER DESIGNED



55% INCREASE IN SEARCH RESULTS FOR GRILL-IT-YOURSELF KOREAN BBQ — HIGHLIGHTING A SHIFT TOWARDS UNIQUE, PERSONALISED DINING EXPERIENCES.

Dining is moving beyond generic customization to more interactive, personalized experiences, where diners take part in meal creation and modification. *Diner Designed* focuses on making dining immersive and multisensory and offering unique, value-added experiences.

There are varying factors as to why this trend is evolving. They include:

- A growing desire for personalized, engaging, and immersive dining experiences.
- Diners seeking communal experiences beyond traditional sharing platters.
- Gen Z's preference for curated choices and social-media-worthy moments.
- Technological advancements (AR, AI) reshaping how meals are experienced.
- Access to data enabling hyper-personalized dining interactions.

While tech and food have grown increasingly closer together in recent years, the relationship is evolving more than ever. Augmented reality (AR) can create interactive menus, while artificial intelligence (AI) tailors recommendations based on past preferences. These tools will help diners engage all their senses, offering a more customized and immersive experience. Restaurants will continue experimenting with tech to offer highly tailored, multisensory dining experiences. These will go beyond taste, incorporating visual, auditory, and even tactile elements, making dining more memorable and unique.

This trend reflects a shift toward deeper engagement in dining, where personalization and interaction are key, driven by evolving tech and diners' demand for more meaningful, shared experiences.

The Top Techniques

Here are some of the trendy techniques which are dominating this trend:

- Build-Your-Own
- Foams and Espumas
- Pureeing
- 3D Printing
- Table Cooking
- Flash Freezing
- Fermentation
- Blowtorching

Your Diner Designed Shopping List

Here are some of the key ingredients which are shaping this trend:

- Ice Cream
- Beetroot
- Chocolate
- Lemon
- Saffron
- Mustard
- BBQ Meats
- Gelatin

ONE TO WATCH

ICE CREAM HAS EMERGED AS THE FASTEST-GROWING INTERNET SEARCH TOPIC GLOBALLY, WITH PARTICULARLY HIGH SEARCH VOLUMES IN ASIA AND THE US.

A PLAN FOR PERSONALISATION



EXECUTIVE CHEF (SINGAPORE, VIETNAM, CAMBODIA), *Eric Chua*, SHARES COST-EFFECTIVE SUGGESTIONS FOR CREATING MORE PERSONALISED DINING EXPERIENCES.

In the ever-evolving culinary landscape, personalisation has become a cornerstone of the dining experience. By allowing diners to tailor their meals according to their preferences, restaurants can create memorable and engaging experiences that keep customers coming back.



Personalisation has become a critical factor in the dining preferences of Generation Z, a demographic that values individuality, health consciousness, and meaningful experiences. Unlike previous generations, Gen Z diners seek meals that reflect their personal tastes and dietary needs, making personalisation not just a trend, but a necessity for food operators.

Here are a few straightforward and cost-effective suggestions for personalisation tailored to Gen Z diners:

Create Topping Stations: Set up a salad or wrap bar with a variety of toppings (e.g. proteins, vegetables, nuts, and seeds). This allows Gen Z diners to craft their meals, enhancing their sense of ownership and creativity.

Custom Dressing Stations: Introduce a variety of interesting dressings and sauces inspired by regional cuisine flavours such as Southeast Asia. Patrons can mix and match to create their own unique blends, making each dish distinctly theirs.

Flavour Profiles: Provide diners with a choice of dynamic flavour profiles (e.g., spicy, tangy, sweet) that they can incorporate into their dishes. This helps cater to individual palates and encourages experimentation.

Build-Your-Own Options: Offer a selection of base ingredients for salads or wraps, allowing diners to choose their preferred proteins, vegetables, and grains. This not only caters to dietary preferences but also engages customers in the creation of their meal.

Seasonal Specials: Rotate seasonal ingredients and limited-time offerings that encourage repeat visits. Diners will appreciate the freshness and the opportunity to try new combinations.

Feedback Loop: Encourage diners to provide feedback on their personalized dishes, allowing the restaurant to refine offerings and build a closer relationship with its clientele.

Encourage Sharing: Create a "custom dish of the week" that diners can share on social media. This can incentivise them to try new combinations and helps promote your restaurant organically.

WRITTEN BY
Chef Eric Chua
Executive Chef (Singapore, Vietnam, Cambodia) and Future Platform Chef Lead
Unilever Food Solutions, Southeast Asia & South Asia

EVOLVING EXPECTATOINS

Rafael Larue, **CHIEF CREATIVE OFFICER AT TRANSFORMATION COMPANY LIVIT DESIGN, OFFERS INSIGHT INTO THE EVOLVING EXPECTATIONS OF DINERS.**



Despite diners globally having different habits – from the food they eat to how they eat it – the expectations from their dining experiences are often the same, and in a world where almost anything seems possible, expectations are greater than ever.

Livit Design is a world-leading 'transformation company'. Their expansive capabilities, which spans interior design to operations, has seen them secure a global clientele which includes everyone from Marriott Hotels to Starbucks. Their view of the global culinary landscape has enabled them to foresee the shifting expectations of diners, and what might be causing these shifts.

Here Rafael Larue, the Chief Creative Officer and Partner at Livit Design, shares some insight into these evolving expectations and shares some tips on how to achieve optimal personalization.

Tell us a little bit about Livit Design.

Livit is the world's largest food and beverage transformation company. The reason we call ourselves a "transformation" company is that we don't fit neatly into any one category. We've tried labels like "design firm" and "consultancy," but our work spans everything from design to operations and culinary innovation. We offer services from brand strategy and guest experience to interior design, kitchen design, and even the small details like table settings. We handle projects end-to-end, especially for scalable concepts that aim for replicable success. We work in markets like the US, Latin America, the Middle East, Asia, and Europe. This gives us visibility into emerging trends around the world. For instance, we may see trends in China that will soon reach the US, or observe shifts in the US that might influence European brands. This global perspective helps us stay ahead of trends.

What are some of the biggest changes you've noticed in global diner expectations?

Diners today want everything on their terms, and they want it all at once. This isn't necessarily a time of new trends but rather an expansion of existing ones. For instance, people expect convenience and quality, even from high-end brands. Fine dining delivery, once unheard of, is now common. Diners expect to engage with brands through multiple channels and options, and they seek experiences that are fast, high-quality, and tailored to them.

Where do these heightened expectations from diners come from?

It's a mix of natural progression and the impact of COVID. Trends like customization were already emerging, but COVID accelerated everything as brands had to adapt quickly to survive. Additionally, consumer awareness has grown. Younger generations consider more than just taste; they think about food as fuel, brand values, and sustainability. They seek a connection with brands that align with their values.



"Unreasonable hospitality" has become a popular term in recent years, thanks to the book by Will Guidara. What are your thoughts on this term?

I think that's the direction the industry is moving toward—personalizing experiences to an unprecedented level. While not every brand has the resources to offer hyper-personalized services, the overall trend is for brands to provide elevated, tailored experiences that go beyond traditional expectations. "Unreasonable hospitality" might sound extreme, but as guest expectations rise, a certain level of personalization is becoming the standard. Ultimately, brands must adapt to meet these expectations within their capabilities. As we continue down this path, "unexpected hospitality" will likely become the new baseline.

How are you addressing these changing diner expectations in your work?

We focus on flexibility in the guest journey, adapting to different dining channels and purchase paths. Today's brands need to be more than just guest-centric; they have to be "people-centric," balancing guest, employee, and corporate needs. We also simplify processes to attract and retain staff, especially where labor shortages exist. We aim to create workplaces that foster pride and belonging, making employees feel part of something meaningful.

What do you foresee for dining experiences in the next 5-10 years?

I think we'll see a blend of convenience and experience, with a focus on delivering highly personalized interactions. For example, in some restaurants in Asia, even the decor is customized in real-time based on the guests present. Technology is enabling a level of individual experience we've never seen before, where each visit could feel like a unique, one-time experience. This trend toward tailored experiences will likely continue to grow.

Any final thoughts?

Personalization is key to everything we're seeing within dining right now.

MINDANAO POKE BOWL

WITH TUNA AND PORK

WITH **CHEF PAULO SIA**

Hawaiian flavors meet Mindanaoan ingredients in this fresh take on a poke bowl. Select only the freshest tuna and vegetables to delight customers.



"MY MINDANAO *Poke* BOWL OFFERS A MODERN APPROACH WITH SUSTAINABLE LOCAL INGREDIENTS. FEATURING TUNA, BABOY, MARANG LATO, AND TUBA LIME DRESSING, THIS DISH LETS DINERS BUILD THEIR OWN BOWL, CELEBRATING THE REGION'S CULINARY HERITAGE."

— CHEF PAULO SIA
Senior Sous Chef
Unilever Food Solutions Philippines

81% FILIPINOS FOUND THIS UNIQUE

This poke bowl recipe offers a vibrant Mindanaoan twist with seared tuna, charred pork belly, and a salad of pomelo, marang, and lato. A creamy dressing with chilies, vinegar, and Knorr Liquid Seasoning ties everything together with a refreshing, bold kick. Ideal for capturing that beachside vibe, this dish works year-round for menus needing tropical flair.

WHY DINERS LIKE THIS

"Because the recipe and ingredients feels like very interesting fusion of tastes. Seared tuna is also one of my favorite fish dish."



Knorr Sure Lasap All-in-One Seasoning Powder, Lady's Choice Ranch Dressing and Lady's Choice Caesar Dressing

Enhance the tuna fillet with Knorr Professional Sure Lasap All-in-One Seasoning Powder and Knorr Liquid Seasoning to infuse a rich umami garlic taste and deep flavor. Combine Lady's Choice Ranch Dressing and Lady's Choice Caesar Dressing to create an umami and acidic dressing that perfectly complements the tuna and lato, resulting in a rich and balanced combination of flavors.

INGREDIENTS
(SERVES 10)

Prepare the Fish

300 g Tuna Fillet (sushi grade)

3 g Knorr Professional Sure Lasap All-in-One Seasoning Powder 1kg

30 g Knorr Liquid Seasoning 3.8L

30 g Canola Oil

Cook the Pork

400 g Pork Liempo (boneless)

45 g Knorr Liquid Seasoning 3.8L

30 g Canola Oil

Make the Salad

200 g Pomelo, shredded

200 g Marang or Langka, chopped

200 g Lato, cut into pieces

200 g Onions, medium dice

200 g Tomatoes, medium dice

Prepare the Dressing

45 g Lady's Choice Ranch Dressing 1L

45 g Lady's Choice Caesar Dressing 1L

3 g Cilantro Leaves, chopped

3 g Red Chilies, chopped

200 g Sukang Tuba

30 g White Sugar

15 g Knorr Liquid Seasoning 3.8L

200 g Water

Assemble the Tuna Poke Bowl

5 g Chopped Spring Onion

1500g of Cooked Rice

METHOD

Prepare the Fish

Season tuna with Knorr Sure Lasap All-in-one Seasoning Powder, Knorr Liquid Seasoning, and canola oil. Marinate for 20 minutes.

Heat a sauté pan.

Sear the sides of the tuna. Set aside.

Slice tuna for serving portions.

Cook the Pork

In a large mixing bowl, combine all ingredients. Marinate for 30 minutes.

Grill pork until charred.

Slice pork for serving portions.

Make the Salad

In a medium bowl, combine all ingredients. Toss well.

Prepare the Dressing

In another bowl, combine all dressing ingredients. Mix well.

Assemble the Tuna Poke Bowl

Assemble all components in serving bowls. Use 150g of cooked rice per serving.

Garnish with spring onions.



"I WANTED TO OFFER A DINER-DESIGNED EXPERIENCE BY LOCALIZING THE CLASSIC AMERICAN BURGER WITH THE FILIPINO DISH, *Bistek*. THIS CREATION FEATURES VARIOUS FILLINGS, LETTING DINERS ENJOY A BELOVED BURGER WITH A DISTINCTLY FILIPINO TWIST."

— CHEF PAULO SIA
Senior Sous Chef
Unilever Food Solutions Philippines

85% FILIPINOS FOUND THIS UNIQUE

This Filipino bistek burger swaps the usual patty for marinated beef sukiyaki, reimagining the classic with depth and umami. It's elevated by a calamansi-truffle demi-glace with wasabi for a gourmet finish. Easy to prep and rich in flavor, this version of beef steak is perfect for street food businesses, bazaars, or casual dining menus.

WHY DINERS LIKE THIS

"Bistek is one of my go-to ulam choices when looking for a viand that will for sure make me feel satisfied after the meal. This combo looks amazingly enticing, especially if you don't want to eat rice."



Knorr Liquid Seasoning and Knorr Demi Glace Sauce Mix

Craft the Bistek sauce with Knorr Demi Glace Sauce Mix as the base, saving time while delivering a rich beef brown sauce efficiently. Enhance the sauce with Knorr Liquid Seasoning for a top note that creates an umami-packed beef burger dish.

INGREDIENTS
(SERVES 10)

Prepare the Beef Steak

1000 g Beef Sukiyaki, sliced
60 g Knorr Liquid Seasoning 3.8L
3 g Black Pepper, ground
60 g Calamansi Juice
45 g Canola Oil

Make the Bistek Sauce

60 g Canola Oil
200 g White Onions, sliced into rings
30 g Truffle Paste
50 g Knorr Demi Glace Sauce Mix 1kg, prepared 500 ml
30 g Knorr Liquid Seasoning 3.8L
45 g Calamansi Juice
3 g Black Pepper, ground
45 g Wasabi Paste

Assemble the Bistek Burger

10 pcs Brioche Buns
5 g Spring Onions, chopped

METHOD

Prepare the Beef Steak

In a large bowl, combine all ingredients. Mix well.

Heat a sauté pan.

Sear beef slices until browned. Set aside.

Make the Bistek Sauce

Heat oil in a saucepan.

Sauté onions until caramelized.

Add all remaining ingredients and simmer for 2 minutes.

Assemble the Bistek Burger

Fill brioche buns with prepared beef steak and sauce.

Garnish with spring onions.

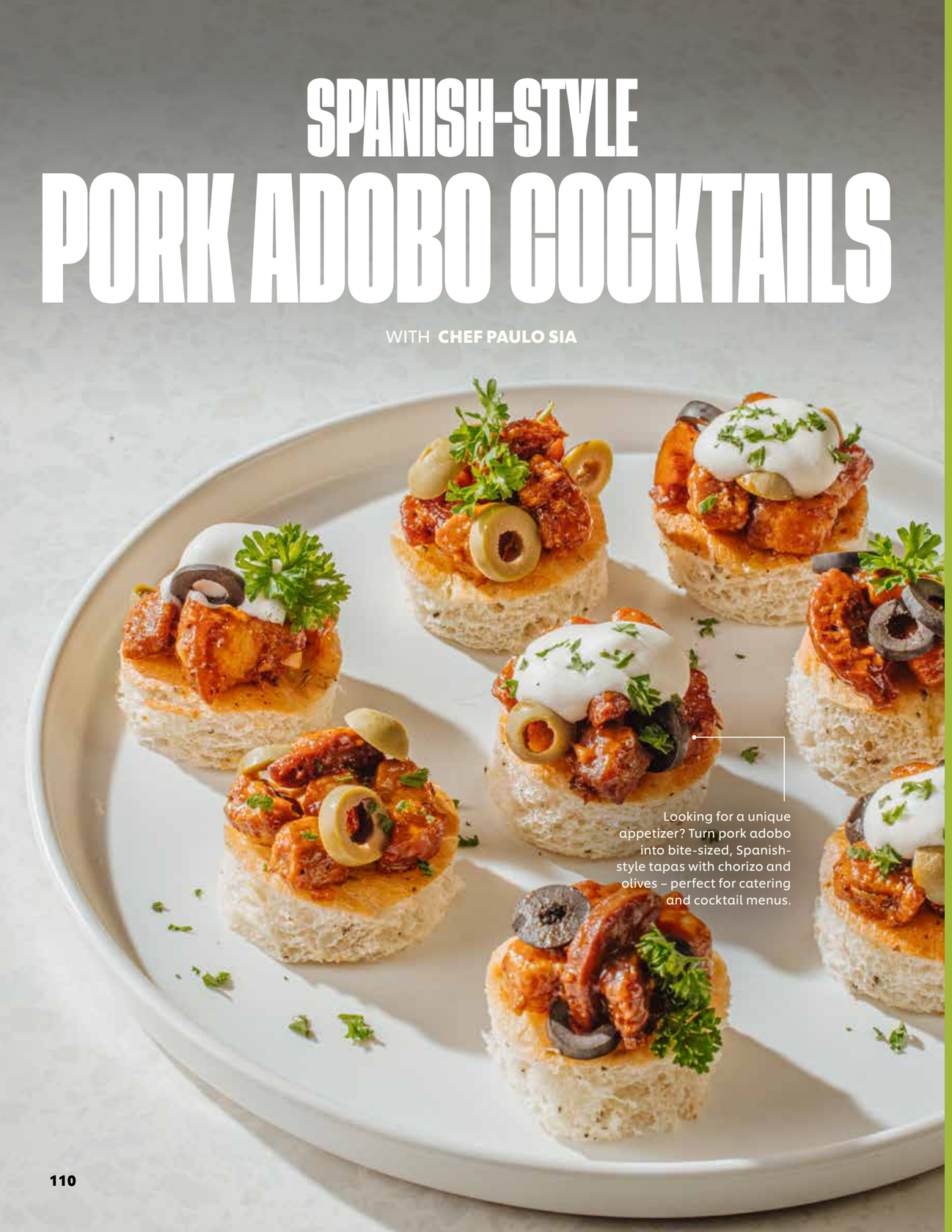
BISTEK BURGER
WITH TRUFFLE BISTEK SAUCE

WITH **CHEF PAULO SIA**

Reinvent the burger by swapping the patty for beef steak. Elevate the experience with a gourmet demi-glace sauce with calamansi, truffle, and wasabi.

SPANISH-STYLE PORK ADOBO COCKTAILS

WITH **CHEF PAULO SIA**



Looking for a unique appetizer? Turn pork adobo into bite-sized, Spanish-style tapas with chorizo and olives – perfect for catering and cocktail menus.



"THIS APPETIZER PRESENT THE CLASSIC ADOBO IN A MODERN, *tapas-style* FORMAT. WITH FILIPINO CUISINE IN THE LIMELIGHT, THIS INNOVATIVE DISH ENSURES ADOBO STANDS OUT AT EVERY OCCASION, OFFERING A UNIQUE AND CONTEMPORARY DINING EXPERIENCE."

— CHEF PAULO SIA
Senior Sous Chef
Unilever Food Solutions Philippines

80% FILIPINOS FOUND THIS UNIQUE

A modern twist on the Filipino classic, this recipe transforms pork adobo into Spanish-style tapas topped with chorizo and olives. Each bite delivers savory, satisfying flavors even without the usual rice. Perfect for catering menus or cocktail hours, it's a refined way to serve a beloved staple.

WHY DINERS LIKE THIS

"The adobo played in all its finest. Definitely need to try, sounds intriguing. Imagining adobo with chorizo Pamplona on focaccia bread is a temptation already. So let me have a taste!"



Knorr Liquid Seasoning and Knorr Demi Glace Sauce Mix

Marinate the adobo with Knorr Liquid Seasoning to add depth and dimension to the dish. Use Knorr Demi Glace Sauce Mix as the base for the adobo cocktail sauce, combining all the flavors of the ingredients into a rich and cohesive sauce.

INGREDIENTS
(SERVES 10)

Cook the Pork Adobo

600 g Pork Tenderloin or Belly, medium dice
60 g Knorr Liquid Seasoning 3.8L
80 g Garlic, chopped
3 g Smoked Paprika
3 g Black Pepper
60 g Olive Oil
200 g Chorizo Pamplona (or any Spanish chorizo), sliced

Prepare the Demi Glace Sauce

50 g Knorr Demi Glace Sauce Mix 1kg, prepared 500 ml

Assemble the Pork Adobo Cocktails

45 g Butter, melted
10 pcs Focaccia Bread, sliced into serving portions
40 g Sliced Green Olives
3 g Parsley, chopped

METHOD

Cook the Pork Adobo

In a large bowl, combine all ingredients. Mix well.
Cover with plastic wrap. Marinate for 24 hours in the chiller.
Once ready, heat a large pot. Sear the pork and chorizo slices.

Prepare the Demi Glace Sauce

Once the pork and chorizo are almost cooked, add prepared Knorr Demi Glace Sauce.
Simmer for 1 minute.

Assemble the Pork Adobo Cocktails

Spread butter on focaccia slices. Toast until lightly browned.
Top bread slices with prepared pork adobo and chorizo.
Garnish with olives and parsley.



"I CREATED THIS TO OFFER A MODERN TWIST ON THE FILIPINO LOVE FOR RICE AND ULAM. THIS HANDHELD CREATION FEATURES A STICKY RICE BURGER FILLED WITH *humba*, COMBINING THE COMFORT OF TRADITIONAL FLAVORS WITH THE CONVENIENCE OF A BURGER."

— CHEF PAULO SIA
Senior Sous Chef
Unilever Food Solutions Philippines

90% FILIPINOS WOULD ORDER THIS DISH

A Japanese rice burger meets Filipino humba in this inventive street food concept. Slow-braised humba is paired with kimchi, atchara, and cilantro-cheese foam, all tucked between crispy rice buns. With its tangy-sweet flavor profile and modern format, this rice burger recipe is perfect for businesses seeking creative menu additions.

WHY DINERS LIKE THIS

"Wow! This is a good to go snack / dish you can replace a simple sandwich snack. I love that its very unique with the humba and rice as patties. This would be a nice snack but a heavy meal as well."



Knorr Liquid Seasoning 3.8L and Knorr Oyster Flavoured Sauce 1kg

Cook the humba with Knorr Oyster Flavoured Sauce to infuse a sweetness and saltiness flavors, and marinate the protein with Knorr Liquid Seasoning for added depth and savoriness.

INGREDIENTS
(SERVES 10)

Cook the Humba

1000 g Pork Kasim, large dice
120 g Knorr Liquid Seasoning 3.8L
100 g Garlic, chopped
3 g Black Pepper, crushed
3 pcs Bay Leaves
120 ml White Vinegar
60 ml Canola Oil
100 g Sugar
60 g Black Beans, washed
5 pcs Star Anise
200 g Knorr Oyster Flavoured Sauce 1kg
1500 g Water (or as needed)
300 ml Cornstarch Slurry (or as needed)

Prepare the Rice Burger

1500 g Cooked Short-Grain Rice

Make the Cheese Foam

200 ml Cooking Cream
200 g Cheese Melt
3 g Cilantro, chopped finely

Assemble the Rice Burger with Humba

200 g Kimchi
200 g Atchara

METHOD

Cook the Humba

In a large bowl, combine pork, Knorr Liquid Seasoning, garlic, black pepper, bay leaves, white vinegar, and canola oil. Marinate for 30 minutes.

In a large pot, sear the pork until browned.

Add sugar, black beans, star anise, Knorr Oyster Sauce, and water. Simmer for 45 minutes or until the pork is tender.

Add slurry, as needed, to thicken the sauce.

Prepare the Rice Burger

Fill a round mold with cooked rice.

Sear the rice in a hot pan to keep its shape.

Repeat with remaining ingredients.

Make the Cheese Foam

Combine all ingredients in a saucepan. Simmer for 2 minutes.

Let mixture cool.

Transfer sauce to a cream whipper or espuma canister, charge, and shake. Set aside until ready to assemble.

Assemble the Rice Burger with Humba

Place humba, rice, cheese foam, kimchi, and atchara in separate containers.

Serve to guests and allow them to assemble their own burgers.

HUMBA RICE BURGER
WITH CILANTRO-CHEESE FOAM

WITH **CHEF PAULO SIA**

Offer diners a grab-and-go meal with this rice burger featuring slow-braised humba. Top it with kimchi, atchara, and cilantro-cheese foam for more flavor.

SINUGLAW JELLY
WITH MANGO-POMELO SALSA

WITH **CHEF PAULO SIA**



Elevate your catering menu with sinuglaw jelly, a modern twist on Pinoy ceviche. Serve it in elegant jelly cups with mango-pomelo salsa.



"I REINVENTED *sinuglaw*—GRILLED PORK WITH KINILAW ISDA—BY ADDING SWEETNESS AND TEXTURE WITH GULAMAN. SET IN A SHOT GLASS, IT SHOWCASES VIBRANT LAYERS THAT EXPLODE IN YOUR MOUTH, OFFERING A PLAYFUL, INNOVATIVE TWIST ON TRADITIONAL FLAVORS."

— CHEF PAULO SIA
Senior Sous Chef
Unilever Food Solutions Philippines

74% FILIPINOS FOUND THIS UNIQUE

This sinuglaw recipe puts an elegant spin on the grilled pork and fresh fish classic by serving it in jelly-filled cups. It comes with a topping of fresh mango salsa and a vinegar-based dressing, which guests can use to customize each bite. Ideal for catering or events, this version turns a beloved Mindanaoan dish into an elevated, interactive appetizer.

WHY DINERS LIKE THIS

"I enjoy the unique flavors that are hard to find elsewhere."



Knorr Sure Lasap Seasoning Powder, Lady's Choice Real Mayonnaise and Carte D'Or Unflavoured Gulaman

Marinate the fish with Knorr Professional Sure Lasap All-in-One Seasoning Powder for umami seasoning, and the pork with Knorr Liquid Seasoning. Prepare the salsa with Lady's Choice Real Mayonnaise for a tangy flavor, and Carte D'Or Crystal Clear Unflavored Gulaman for added texture and sweetness.

INGREDIENTS
(SERVES 10)

Prepare the Fish

800 g Lapu-Lapu Fillets (skinless), diced
300 g Sinamak Vinegar
50 g Ginger, chopped,
200 g Red Onions, chopped
20 g Red Chilies, chopped
20 g Lime Juice
3 g Knorr Professional Sure Lasap All-in-One Seasoning Powder 1kg

Cook the Pork

600 g Pork Belly
60 g Knorr Liquid Seasoning 3.8L
3 g Black Pepper, ground

Make the Salsa

150 g Mango, small dice
150 g Pomelo, shredded
150 g Red Onions, small dice
150 g Tomato, small dice
45 g Lady's Choice Real Mayonnaise 5.5L
60 g Sinamak Vinegar
2 g Knorr Professional Sure Lasap All-in-One Seasoning Powder 1kg
15 g Knorr Liquid Seasoning 3.8L

Prepare the Jelly

1000 g Water
270 g Carte D'Or Crystal Clear Unflavored Gulaman

Assemble the Dish

5 g Spring Onions, chopped
Sinamak Vinegar, served in a pipette
Knorr Liquid Seasoning 3.8L, served in a pipette

METHOD

Prepare the Fish

In a large bowl, combine all ingredients. Toss carefully.

Cover with plastic wrap. Marinate for 30 minutes in the chiller.

Cook the Pork

Combine all ingredients in a bowl. Mix well.

Marinate for 24 hours in the chiller.

Preheat a griller.

Grill the pork until browned. Chop into small pieces.

Make the Salsa

In a large bowl, combine all ingredients. Toss carefully.

Prepare the Jelly

Boil water in a large pot.

Add Carte D'Or Crystal Clear Unflavored Gulaman.

Bring mixture to a boil and simmer for 3 minutes.

Pour mixture into serving cups. Let cool in the chiller until set.

Assemble the Dish

Assemble tuna, pork, and salsa in the serving cups with jelly.

Garnish with spring onions.

Serve with sinamak vinegar and Knorr Liquid Seasoning in pipettes.



"I DESIGNED THIS DISH TO OFFER A MODERN TWIST ON *Bibimbap*, USING PUMPKIN AND LOCAL INGREDIENTS LIKE MANGGA AND CEBU CHORIZO. THIS VIBRANT DISH FEATURES SWEET AND SALTY TOPPINGS, CREATING A VISUALLY STUNNING AND DELICIOUS EXPERIENCE."

— CHEF PAULO SIA
Senior Sous Chef
Unilever Food Solutions Philippines

80% FILIPINOS FOUND THIS UNIQUE

This Filipino bibimbap recipe tops traditional rice with roasted pumpkin and tinapa flakes, adding smoky depth and warmth. Instead of standard toppings, it features mango-melon salsa and a sweet-savory sauce made with mayo, oyster, and hoisin. Finished with chorizo de Cebu, it's a vibrant fusion dish for adventurous diners.

WHY DINERS LIKE THIS

"Never seen this twist before. I might like it, I already love korean dishes and I love spicy flavors. Other people will try it also since a lot of us are now heavenly influenced by Korean things."



Knorr Professional Sure Lasap All-in-One Seasoning Powder, Knorr Liquid Seasoning and Lady's Choice Real Mayonnaise

Season the rice with Knorr Professional Sure Lasap All-in-One Seasoning Powder for a universal Filipino flavor. Enhance the salsa with Knorr Chicken Powder for body and umami seasoning, and drizzle the sauce with Lady's Choice Real Mayonnaise and Knorr Oyster Flavoured Sauce for an oriental touch.

INGREDIENTS
(SERVES 10)

Prepare the Rice

400 g Pumpkin, chopped finely and roasted
200 g Tinapa Flakes, cut into pieces
3 g Knorr Professional Sure Lasap All-in-One Seasoning Powder 1kg
1200 g Cooked Rice (Dinorado)

Make the Salsa

200 g Mango, small dice
200 g Melon, small dice
200 g Red Onions, chopped
2 g Knorr Chicken Powder 1kg
45 g White Vinegar
15 g Knorr Liquid Seasoning 3.8L

Prepare the Bibimbap Sauce

150 g Lady's Choice Real Mayonnaise 5.5L (for drizzling)
30 g Knorr Oyster Flavoured Sauce 3.6kg
30 g Hoisin Sauce

Assemble the Bibimbap

1000 g Chorizo de Cebu, grilled and sliced
5 g Spring Onions, chopped

METHOD

Prepare the Rice

In a medium bowl, combine pumpkin, tinapa flakes, and Knorr Sure Lasap All-in-one Seasoning Powder. Toss well.

Divide rice into serving vessels. Top with the pumpkin mixture.

Make the Salsa

In a medium bowl, combine all ingredients. Mix well.

Prepare the Bibimbap Sauce

In a medium bowl, combine all ingredients. Whisk to combine.

Assemble the Bibimbap

Arrange salsa and chorizo on top of the pumpkin mixture.
Garnish with spring onions.
Serve prepared bibimbap sauce on the side.

KALABASA RICE BIBIMBAP

WITH TINAPA AND SALSA

WITH **CHEF PAULO SIA**

Reinvent Korean bibimbap with pumpkin-infused rice, tinapa, and mango-melon salsa. Here's a fusion dish bursting with Filipino flavors.



ABOUT THIS REPORT

The Future Menus 2025 Trend Report by Unilever Food Solutions was compiled from robust global data and extensive chef inputs, including industry reports of leading third-party sources, social media analytics using social media analytics using 237,000 keywords representing 312 million searches across more than 21 countries, perspectives from UFS' 250 professional chefs and in-depth feedback of more than 1,100 chef professionals located in 20 markets worldwide via UFS e-panels. These insights have been translated into practical, action-driven solutions for foodservice operators globally, including recipe ideas, techniques, and ingredient solutions that operators can use on their menus.

CITATIONS

Street Food Couture

The Forge (2024) Trend Setter 3.0, Street Food Couture. Chapter 300924.

Google search interest analysis for Future Menus 2025 report. Markets: USA, Canada, Brazil, UK, Netherlands, Ireland, Germany, Thailand, Indonesia, Malaysia, Singapore, Philippines. Duration: August 2020 to July 2024.

Kantar Team (2024) Global survey in the UFS e-panel. Global results. Sylvia Schöne and David Ehlers. Report ID: 316412774 | Q8135-54. September 2024.

Borderless Cuisine

The Forge (2024) Trend Setter 3.0, Borderless Cuisine. Chapter 300924.

Google search interest analysis for Future Menus 2025 report. Markets: USA, Canada, Brazil, UK, Netherlands, Ireland, Germany, Thailand, Indonesia, Malaysia, Singapore, Philippines. Duration: August 2020 to July 2024.

Kantar Team (2024) Global survey in the UFS e-panel. Global results. Sylvia Schöne and David Ehlers. Report ID: 316412774 | Q8135-54. September 2024.

Diner Designed

The Forge (2024) Trend Setter 3.0, Diner Designed. Chapter 300924.

Google search interest analysis for Future Menus 2025 report. Markets: USA, Canada, Brazil, UK, Netherlands, Ireland, Germany, Thailand, Indonesia, Malaysia, Singapore, Philippines. Duration: August 2020 to July 2024.

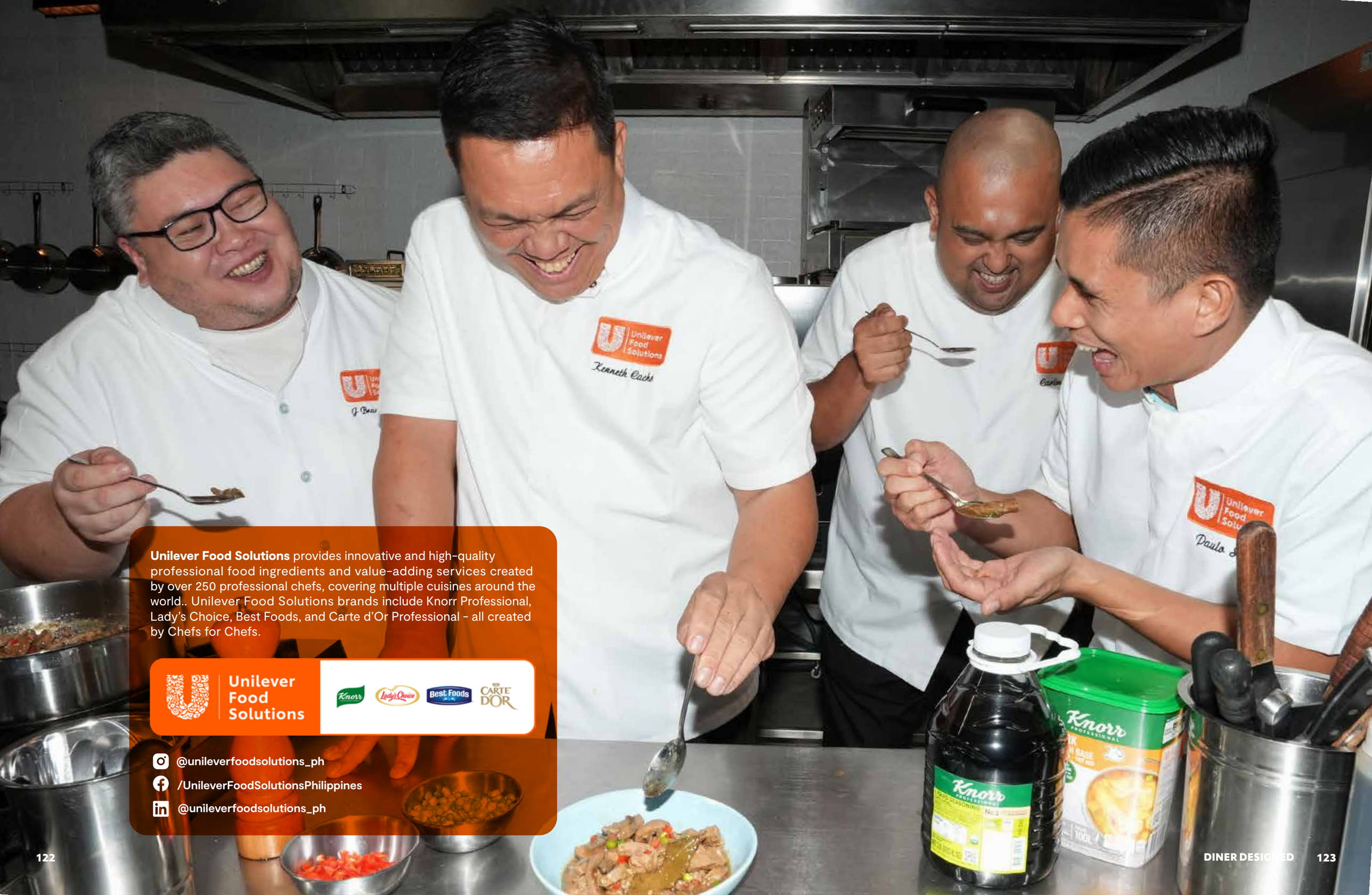
Kantar Team (2024) Global survey in the UFS e-panel. Global results. Sylvia Schöne and David Ehlers. Report ID: 316412774 | Q8135-54. September 2024.

Culinary Roots

The Forge (2024) Trend Setter 3.0, Culinary Roots. Chapter 300924.

Google search interest analysis for Future Menus 2025 report. Markets: USA, Canada, Brazil, UK, Netherlands, Ireland, Germany, Thailand, Indonesia, Malaysia, Singapore, Philippines. Duration: August 2020 to July 2024.

Kantar Team (2024) Global survey in the UFS e-panel. Global results. Sylvia Schöne and David Ehlers. Report ID: 316412774 | Q8135-54. September 2024.r



Unilever Food Solutions provides innovative and high-quality professional food ingredients and value-adding services created by over 250 professional chefs, covering multiple cuisines around the world.. Unilever Food Solutions brands include Knorr Professional, Lady's Choice, Best Foods, and Carte d'Or Professional - all created by Chefs for Chefs.

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