

KING &
PRINCE[®]
SEAFOOD

Sea. Taste. Enjoy!

SURVIVE & THRIVE

WITH
SENSATIONS[®]



85%

have tried
and liked
Italian.

Technomic, 2021

LOBSTER, ARUGULA, WHITE BEAN & GRAPE TOMATO SALAD

For those who think salads are boring. Just add Lobster Sensations® to this eclectic mix of healthy veggies, beans, nuts and seasonings for a most excellent summertime treat. Don't tell them it's healthy.

FOOD COST
22%

GROSS PROFIT
\$7.80

MENU COST

2 Ounces King & Prince® Lobster Sensations® (#004610)	\$1.24
Other Ingredients	\$0.95
Total Food Cost	\$2.19
Suggested Menu Price	\$9.99



CREAMY LOADED LOBSTER FRIES

We're not kidding about the menu versatility of our Sensations® line. How about Lobster with bacon, scallions and corn over hot, crispy fries and a little hollandaise? It's an explosion of flavor.

FOOD COST
21%

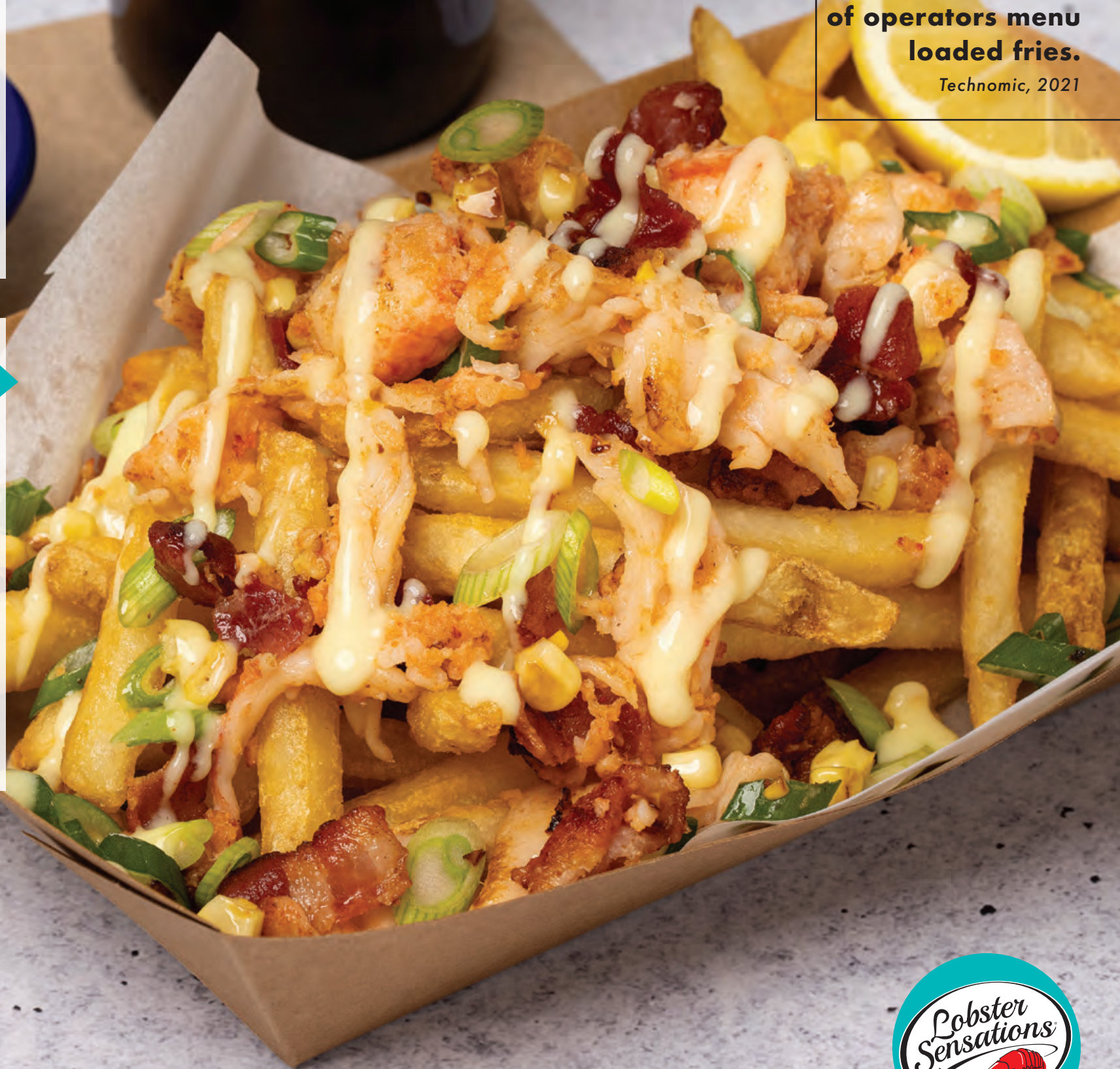
GROSS PROFIT
\$9.50

MENU COST

2 Ounces King & Prince® Lobster Sensations® (#004610)	\$1.24
Other Ingredients	\$1.25
Total Food Cost	\$2.49
Suggested Menu Price	\$11.99

4.9%
of operators menu
loaded fries.

Technomic, 2021



Avocado menu
penetration is

50.8%

Datassential, 2021

LOBSTER STUFFED AVOCADO

Avocados have been stuffed with lobster before. But never like this. How about a hot Kataifi-coated avocado, filled with a Lobster Sensations® stuffing? It's front-page newsworthy.

FOOD COST
27%

GROSS PROFIT
\$8.76

MENU COST

4 Ounces King & Prince® Lobster Sensations® (#004610)	\$2.48
Other Ingredients	\$0.75
Total Food Cost	\$3.23
Suggested Menu Price	\$11.99



BACON WRAPPED STUFFED LOBSTER MAC MEATLOAF

Comfort food redefined. Bacon and meatloaf wrapped around lobster-laced mac & cheese. Grandma will be singing your praises along with all of your guests.

REPURPOSED
CLASSIC
COMFORT
FOOD

FOOD COST
27%

GROSS PROFIT
\$11.01

MENU COST

4 Ounces King & Prince® Lobster Sensations® (#004610)	\$2.48
Other Ingredients	\$1.50
Total Food Cost	\$3.98
Suggested Menu Price	\$14.99



**ITALIAN
COMFORT
FOOD**

LOBSTER PUTTANESCA

Good luck finding someone who won't like this. A warm, Italian treat that's easy and light, yet bursting with robust flavor. With affordable Lobster Sensations®, it's a slam dunk.

FOOD COST
21%

GROSS PROFIT
\$12.63

MENU COST

3 Ounces King & Prince® Lobster Sensations® (#004610)	\$1.86
Other Ingredients	\$1.50
Total Food Cost	\$3.36
Suggested Menu Price	\$15.99



LOBSTER MAC & CHEESE SANDWICH

Add Lobster Salad Sensations® to a Mac & Cheese sandwich on toasty sourdough. Then set up rope lines to handle the crowd outside.

FOOD COST
22%

GROSS PROFIT
\$7.75

MENU COST

2 Ounces King & Prince® Lobster Salad Sensations® (#004510)	\$1.24
Other Ingredients	\$1.00
Total Food Cost	\$2.24
Suggested Menu Price	\$9.99

2021
TOP TEN
*Flavor & The
Menu Trend*
Sandwich Revolution



AMERICAN
COMFORT
FOOD

CAST-IRON LOBSTER CAKE

Want an iron-clad guarantee of guest satisfaction? Add a few common ingredients to our Lobster Salad Sensations® and bake. You'll serve an uncommon treat that will bring them back...with lots of friends in tow.

FOOD COST
27%

GROSS PROFIT
\$9.51

MENU COST

4 Ounces King & Prince® Lobster Salad Sensations® (#004510)	\$2.48
Other Ingredients	\$1.00
Total Food Cost	\$3.48
Suggested Menu Price	\$12.99



LOBSTER SALAD DUMPLING STIR FRY

The only thing better than dumplings in a stir fry is lobster in the dumplings. Use Lobster Salad Sensations® to turn a stir fry into a menu chart-topping hit.

FOOD COST
24%

GROSS PROFIT
\$10.63

MENU COST

3 Ounces King & Prince® Lobster Salad Sensations® (#004510)	\$1.86
Other Ingredients	\$1.50
Total Food Cost	\$3.36
Suggested Menu Price	\$13.99

NEW-MAMI

Flavor Exploration

Technomic, 2021
Trends Forecast



PROTEIN SWAPS

Technomic, 2021
Trends Forecast

LOBSTER SCAMPI MEATBALL SLIDERS

This ain't no ordinary slider. Because there's no way you can fit any more flavor into a small space. And you'll be celebrated for your menu creativity.

FOOD COST
25%

GROSS PROFIT
\$9.76

MENU COST

4 Ounces King & Prince® Lobster Salad Sensations® (#004510)	\$2.48
Other Ingredients	\$0.75
Total Food Cost	\$3.23
Suggested Menu Price	\$12.99



JUMBO CRAB & CHICKPEA BURGER

Chickpeas (garbanzo beans) can make a good burger. Add Jumbo Crab Sensations®, and you achieve greatness—flavor to die for, a list of health benefits, plus affordability.

FOOD COST
23%

GROSS PROFIT
\$10.00

MENU COST

2 Ounces King & Prince® Crab Sensations® (#004630)	\$1.24
Other Ingredients	\$1.75
Total Food Cost	\$2.99
Suggested Menu Price	\$12.99

**PLANT
PROTEIN/
CHICKPEAS**



**MEXICAN
COMFORT
FOOD**

**DID YOU KNOW?
"Chilapachole"
translates to
"a hot mess."**

CHILAPACHOLE [SPICY TOMATO CRAB SOUP]

An easy-to-make, healthy soup with the added flavor of Jumbo Crab Sensations® will add spice to your menu and help set your eatery apart from unimaginative competition.

FOOD COST
22%

GROSS PROFIT
\$7.00

MENU COST

2 Ounces King & Prince® Crab Sensations® (#004630)	\$1.24
Other Ingredients	\$0.75
Total Food Cost	\$1.99
Suggested Menu Price	\$8.99



CRAB & SHRIMP EGG ROLL BOWL

Add Seafood Sensations® to this egg roll in a bowl and they'll love you with their whole heart and soul. And soon you'll need help with crowd control.

FOOD COST
25%

GROSS PROFIT
\$4.48

MENU COST

2 Ounces King & Prince® Seafood Sensations (#004530)	\$0.76
Other Ingredients	\$0.75
Total Food Cost	\$1.51
Suggested Menu Price	\$5.99

82%
have tried and
liked Chinese
Technomic 2021





SEAFOOD CEVICHE VERDE TOSTADA

Spanish for “incredible taste”. There’s no cooking involved here and no need to marinate when you use Seafood Sensations®. Your guests will love this refreshingly crunchy treat that’s perfect for Cinco de Mayo and all summer long.

FOOD COST	GROSS PROFIT
25%	\$6.72

MENU COST	
4 Ounces King & Prince® Seafood Sensations (#004530)	\$1.52
Other Ingredients	\$0.75
Total Food Cost	\$2.27
Suggested Menu Price	\$8.99

**MEXICAN/
LATIN
COMFORT
FOOD**





SURVIVE & THRIVE WITH SENSATIONS®



**READY
TO SERVE
& EAT**

**SEAFOOD
THAT'S
AFFORDABLE**

**HOT OR COLD
APPLICATIONS**

We've all been through some tough times together.
But the end is in sight. And now...we don't just want you to survive.
We want you to thrive! So our chefs have been busy cooking up some
affordable recipes featuring our super versatile Sensations®.

FOR **FULL RECIPES, NUTRITIONAL INFO & MORE
CREATIVE IDEAS** ON HOW SENSATIONS® CAN
HELP YOU THRIVE, EMAIL OR VISIT US ONLINE.

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