

KING & PRINCE
SEAFOOD

Sea. Taste. Enjoy!

FOOD TRUCK FESTIVAL



SENSATIONS[®]

featuring
SENSATIONS[®]

**STEP UP
ORDER UP
and DIG IN**



MAKE YOURS *a* WORLD CLASS FOOD TRUCK



We've scoured the world... and added some new ideas... for street food recipes to help you break through.

Your target customers may vary, depending on where you are on any given day. But industry research says **most of them will be Millennials and Gen Z'ers.** And we know they want to sample new cuisines and flavors along with the familiar... especially from food trucks. International is a very big deal. Looks also matter. **Your food should look so beautifully delicious, they'll text photos to their friends.** And let's not forget that fast-growing concern... healthy.



As purveyors of seafood from around the world, we know a lot about innovative options, healthy eating, and ethnic bestsellers. So we've collected a dozen street food favorites you can easily menu with our work-saving line of value-added Sensations®.



GOURMET LOBSTER TACOS

You can't not serve tacos in a food truck... right? But please stay away from the ordinary. Gourmet Lobster Tacos with **Lobster Sensations®** will earn you top billing on the street. Mix it with the right veggies and spices and they'll be back tomorrow for more.

FOOD COST
32%

GROSS PROFITS
\$9.47

6 oz. King & Prince® Lobster
Sensations® (#004610)

\$4.02

Other Ingredients

\$0.50

Total Food Cost

\$4.52

Suggested Menu Price

\$13.99



LOBSTER CHURROS

with GARLIC RANCHERO

Take a popular Mexican/Spanish dessert food and turn it into an unforgettable seafood snack served with Garlic Ranchero sauce.

Lobster Sensations® will blend perfectly with the dough and you can serve them hot to an adoring multitude.

FOOD COST
28%

GROSS PROFITS
\$6.48

3 oz. King & Prince® Lobster Sensations® (#004610)

\$2.01

Other Ingredients

\$0.50

Total Food Cost

\$2.51

Suggested Menu Price

\$8.99



LOBSTER LOADED DISCO FRIES

Make 'em dance in the street with this easy prep comfort food—a born-in-New Jersey favorite of the after-disco crowd. Blend chowder and **Lobster Sensations**®, with some bacon and corn. Maybe Springsteen will stop by.

FOOD COST
32%

GROSS PROFITS
\$10.22

6 oz. King & Prince® Lobster Sensations® (#004610)

\$4.02

Other Ingredients

\$0.75

Total Food Cost

\$4.77

Suggested Menu Price

\$14.99



CHAPATI LOBSTER ROLLS

An ordinary food truck would serve lobster rolls with a hot dog roll. You however, will attract way more fans with genuine Indian chapati—a soft flatbread that’s a staple on the subcontinent. Add more authentic Indian flavor with garam masala, then the veggies and our ready-to-eat **Lobster Salad Sensations®**.

FOOD COST
29%

GROSS PROFITS
\$7.76

4 oz. King & Prince® Lobster
Salad Sensations® (#004510)

\$2.68

Other Ingredients

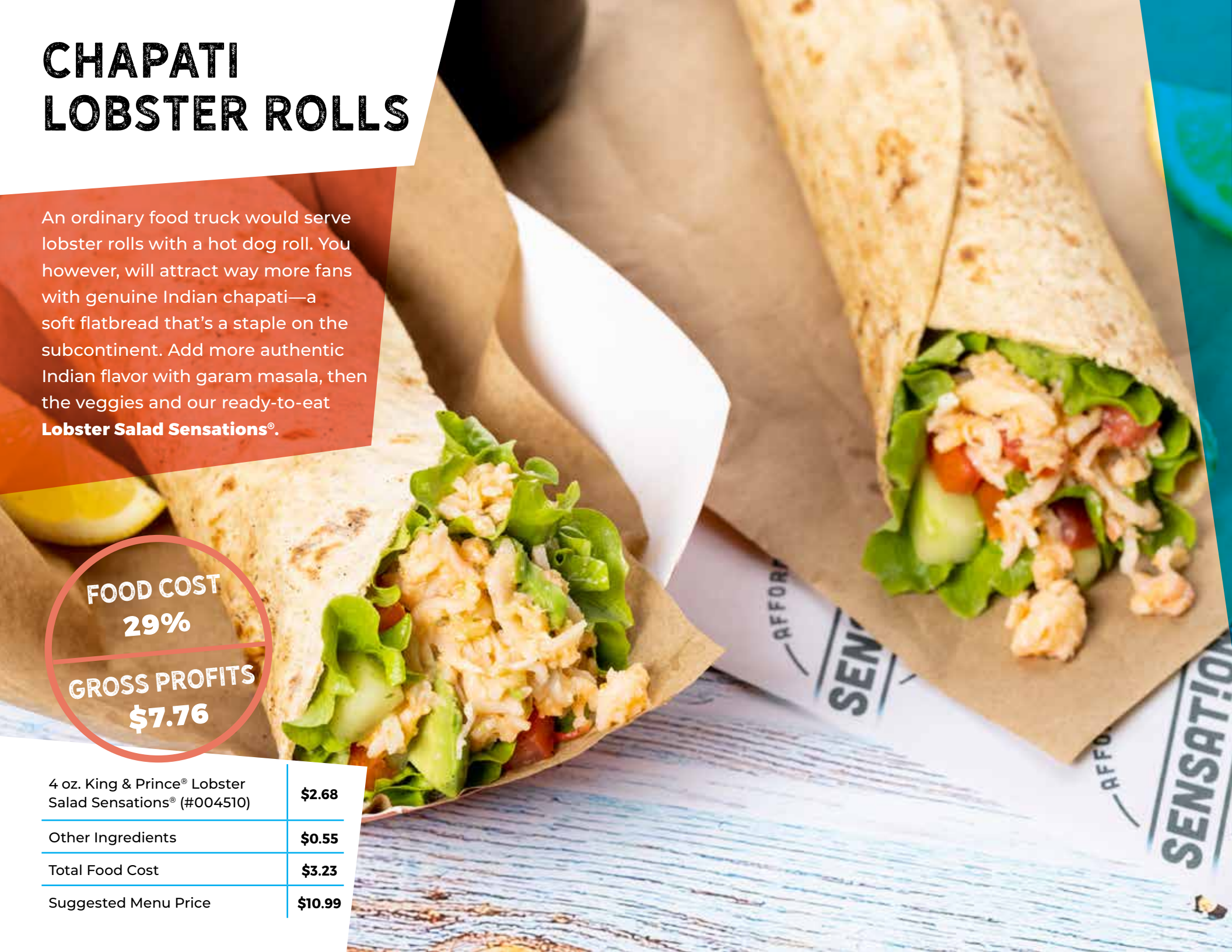
\$0.55

Total Food Cost

\$3.23

Suggested Menu Price

\$10.99



LOBSTER PIEROGIES

Just for you, here's our secret recipe...don't share it with anyone... for delicious Polish Pierogies featuring North Atlantic Lobster. Add **Lobster Salad Sensations®** to the traditional mashed potato filling for a streetwise comfort food that will make you famous.

FOOD COST
27%

GROSS PROFITS
\$8.81

4 oz. King & Prince® Lobster Salad Sensations® (#004510)	\$2.68
Other Ingredients	\$0.50
Total Food Cost	\$3.18
Suggested Menu Price	\$11.99



LOBSTER PIMENTO CHEESE FRITTERS

Mix some North Atlantic lobster into this classic Southern comfort food, using **Lobster Salad Sensations®**, and you get a delicacy for all regions. Who can resist lobster-laced pimento cheese? Fritters are always a popular party treat. And isn't partying what food trucks are all about?

FOOD COST
28%

GROSS PROFITS
\$7.23

3 oz. King & Prince® Lobster
Salad Sensations® (#004510)

\$2.01

Other Ingredients

\$0.75

Total Food Cost

\$2.76

Suggested Menu Price

\$9.99



SPICED JUMBO CRAB SABICH *and* CHICKPEAS

Here's an Israeli specialty that reels in praise from foodies everywhere. Some call it the world's greatest sandwich. Filled with different textures and flavors, it reaches new heights when made with **Jumbo Crab Sensations®**.

FOOD COST
27%

GROSS PROFITS
\$8.74

3 oz. King & Prince® Crab Sensations® (#004630)	\$2.25
Other Ingredients	\$1.00
Total Food Cost	\$3.25
Suggested Menu Price	\$11.99



SPICY LIME JUMBO CRAB DRAGON NOODLES

Add some heat to your street with this spicy Asian treat. With **Jumbo Crab Sensations**® and a perfect blend of savory ingredients, the fire-eaters in your crowd will jump for joy.

FOOD COST
29 %

GROSS PROFITS
\$8.49

3 oz. King & Prince® Crab Sensations® (#004630)	\$2.25
Other Ingredients	\$1.25
Total Food Cost	\$3.50
Suggested Menu Price	\$11.99



BANG BANG CRAB CAKE SLIDERS

A crab cake made with **Jumbo Crab Sensations®** is a menu superstar all by itself. Add some traditional bang bang sauce and top it with cabbage slaw on a toasted bun, and you won't be able to serve it fast enough.

FOOD COST
29%

GROSS PROFITS
\$9.24

4 oz. King & Prince® Crab Sensations® (#004630)	\$3.00
Other Ingredients	\$0.75
Total Food Cost	\$3.75
Suggested Menu Price	\$12.99

PITA NACHOS

with **TURMERIC SPICED
JUMBO CRAB**

Mediterranean inspired, with a dose of Indian turmeric and Middle Eastern Za'atar for a flavor overload. Easy to prep with our ready-to-serve **Jumbo Crab Sensations®**. It's a beautiful, healthy, shareable fusion delight.

**FOOD COST
29%**

**GROSS PROFITS
\$8.49**

3 oz. King & Prince®
Crab Sensations® (#004630)

\$2.25

Other Ingredients

\$1.25

Total Food Cost

\$3.50

Suggested Menu Price

\$11.99



CRAB & SHRIMP PUPUSAS *with* CURTIDO SLAW

The pupusa is so popular in El Salvador, it has its own holiday. No kidding; it's the second Sunday in November. But you can serve a to-die-for version any day of the year with our **Seafood Sensations®**.

FOOD COST
31%

GROSS PROFITS
\$6.23

3 oz. King & Prince® Seafood Sensations® (#004530)	\$1.26
Other Ingredients	\$1.50
Total Food Cost	\$2.76
Suggested Menu Price	\$8.99



SEAFOOD SENSATIONS® & GRITS SUNDAE

Sundaes are for seafood. Add our **Seafood Sensations®** to a creamy, comfy Cajun-seasoned sauce over cheesy grits in a sundae cup, and you'll have to fight off the urge to eat it yourself before serving it to your patrons.

FOOD COST
28%

GROSS PROFITS
\$7.23

3 oz. King & Prince® Seafood Sensations® (#004530)	\$1.26
Other Ingredients	\$1.50
Total Food Cost	\$2.76
Suggested Menu Price	\$9.99



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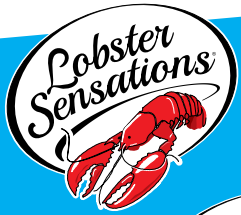
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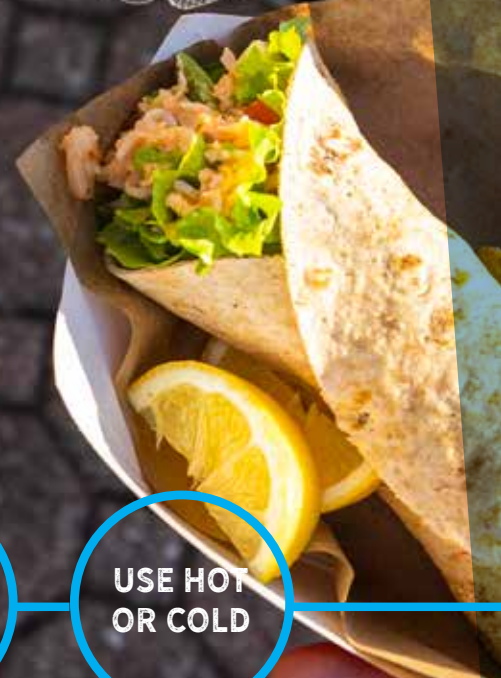


A stylized food truck logo with a blue and white striped awning. Inside the truck, the words 'AFFORDABILITY', 'SENSATIONS', and 'VERSATILITY' are written in a circular arrangement. The truck is decorated with illustrations of seafood items like a lobster and a crab.



For full recipes, nutritional info & more creative ideas on how Sensations® can drive your success, email or visit us online.

marketing@kpseafood.com
kpseafood.com     



READY
TO SERVE
& EAT

SEAFOOD
THAT'S
AFFORDABLE

USE HOT
OR COLD