

# Attract More Customers &

Score  
with



Unilever  
Food  
Solutions

Support. Inspire. Progress.



# Contents



*Keep a look out  
for this icon!*  
It will show you where  
you can click and link  
to additional info.



**03 Food Trends**

**05 Snacks & Bites**

**06 Hearty Mains, Beverages & Desserts**

**07 Marketing Tips**

**08 Chef Training**

**09 UFS Product Shop**



*Get creative with menus while maximising your bottom line with these latest food trends:*



## 1 Snackification

Make your menu agile so that you can offer different snacks that will suit a variety of meals at any time of the day - don't worry too much about adhering to the traditional mealtimes on your menu. Flexibility is key - so get creative!

### Hot Tip:

The Reliable Sandwich: Add some tasty local touches to your sandwich offerings. Theme your sandwiches depending on who won the latest matches, for example a BLT if the US knocked it out of the park, etc



## 2 New Flavors & Fusion Cuisine

Mix it up a bit and get adventurous with food pairings. Football fans will be coming from all over the world, so give them a touch of local flavours.

### Hot Tip:

If Italy are playing Mexico on the day – how about a pizza with guacamole? If the USA are playing Japan, how about hot dogs with a touch of wasabi instead of mustard for fun?



## 3 Plant-based Substitutes

Make sure your menus include veggie and plant-based options served up quick and easy. Note: There will also be many different nationalities who will have specific dietary needs, so having meat-free options makes good business sense!





*It's time to gear up, here are tips to streamline your operations:*



### 1 Out With Bloated Menus

Focus on core dishes for easy management of your supplies and your staff – this means less waste, and greater food consistency. A simple menu will also be easier to manage for your staff

#### Hot Tip:

Use fewer ingredients (in more innovative ways); use a few top-quality convenience or frozen items; make the shift to allergen-free ingredients (where possible).



### 2 A Versatile Menu Is Key

Many food service operators begin to appreciate the value of ingredients that are adaptable across the menu, switching to ingredients that can play multiple roles in multiple dishes on your menu.

#### Hot Tip:

Explore the wide range of products available from Knorr Professional or book a meeting with a UFS sales representative to see how our ingredients can fit your needs. The versatility and quality of our products afford you endless ideas without increasing your food costs and precious preparation time!



### 3 Speed-scratch Movement

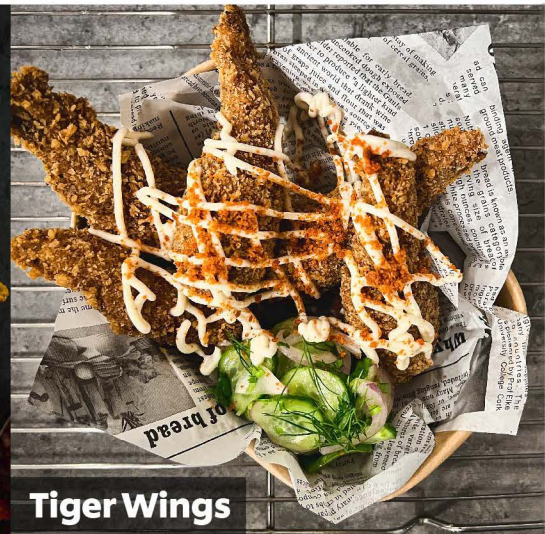
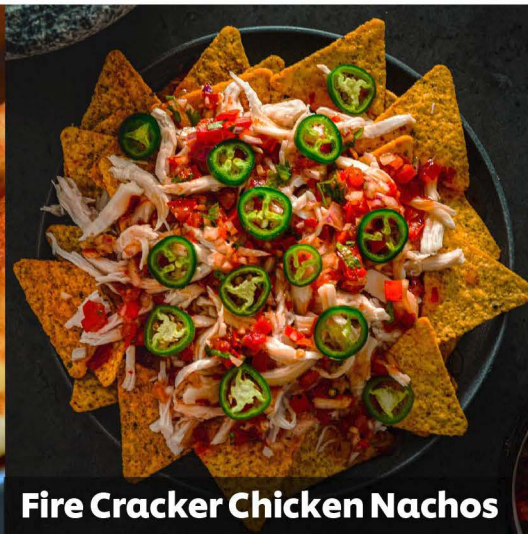
Build dishes using reliable and cost-effective convenience foods and adding your own special touch to elevate the dish.



# Snacks & Bites




Click on the dish  
to view  
the full recipe

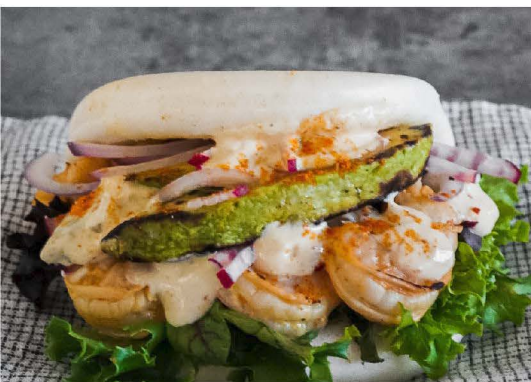




# Hearty Mains



  
Click on the dish  
to view  
the full recipe



**Grilled Shrimp Avocado Bao**



**Korean Mushroom Burger**



**Short Rib on Ciabatta**



**Spicy Fish Burger**



**Chipotle Chilli Beef Bowl**



**Philadelphia Steak Sandwich**

# Beverages & Desserts



**Chocolate Milkshake**



**Italian Lime Ice**



**Karak Tiramisu**

Visit [UFS.com/RECIPES](https://UFS.com/RECIPES) for more ideas!





## Introduce Special Football Promotions

Plan special football season promotions to drive traffic, grow sales and increase loyalty on some of your menu items:

1



Offer discounts for football fans in jerseys

2



Plans freebies for fans – a special sauce or even a token giveaway like a mini-football, flag shaped cookies etc.

3



Pair a free iced-beverage with your meal

4



Create takeout specials - a limited time meal available only during the match timings or coupons for next orders

## Be Visible

Having signage in-store or on delivery sites and creating a buzz around your special will create interest and attract customers. For example, if Brazil are playing, add a Brazilian flag outside your establishment and call your special the “Brazilian Burger”.

**Grow your fanbase with the power of social media.**

**Click here for some**

*Tips 'n Tricks!* 





# Chef Training



Get unlimited access  
to our free online  
culinary portal!

UFS ACADEMY

**The latest Chef trainings – all filmed and created with expert Chefs from around the world!**



## Menu Development

TAP  
to play  
video

**Is your menu due a refresh?**

Watch this video to learn how to tweak your menu so that you **can make a higher kitchen gross profit.**

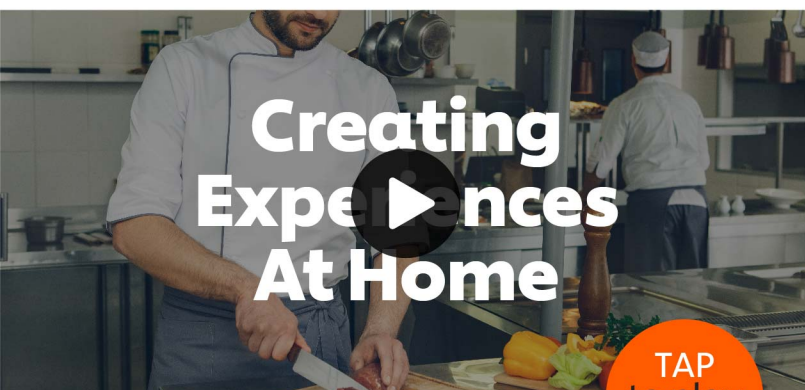
**Do you know about the concept of premiumization?**

Learn how to prepare **a buttermilk fried chicken** topped with a honey glazed sauce.



## Premiumisation

TAP  
to play  
video



## Creating Experiences At Home

TAP  
to play  
video

**Home cooking kits are increasing in popularity.** Our chefs share how to do this, from **designing dishes**, to **presentation** and **packaging**.





Order online & redeem great prizes!

**Buying our products has never been easier with our PRODUCT SHOP available across the GCC. Enjoy hassle free ordering by directly placing your order with our distributors.**

## 3 Simple Steps:



**1.  
Select your distributor**



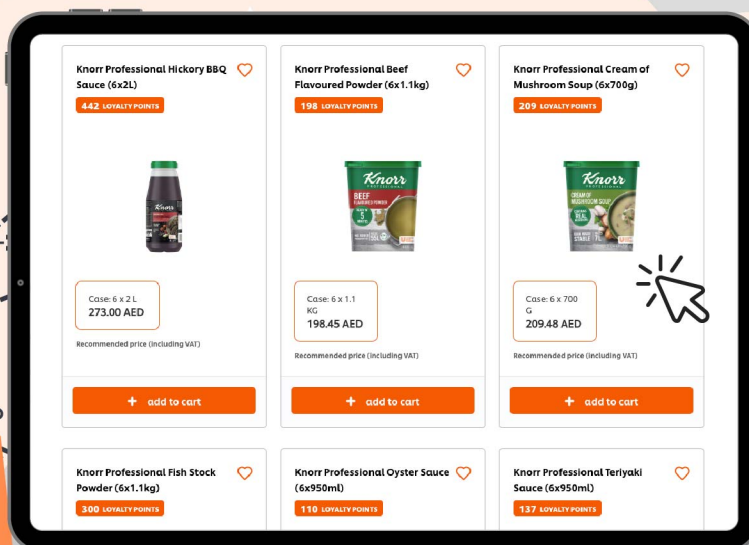
**2.  
Add products to cart**



**3.  
Check out and earn loyalty points**



**Start shopping**



Watch instruction video

# Add More Value With Versatile Products

Meet your cost - saving pantry staples that deliver more flavour for less



- Performs well in hot applications
- Perfect base for creating sauces and salad dressings
- Adds moisture to sandwiches with its rich, creamy taste

[Buy Now](#)



- Bold smoky flavor
- Delivery-friendly: retains its aroma, taste and appearance
- Best for coating protein or to use as a dipping sauce

[Buy Now](#)



- Prepares 65 smooth and creamy portions of 200g each
- Versatile usage for making croquettes, pizza bases and potato buns

[Buy Now](#)



- Offers a real pulpy tomato texture and taste, post-delivery & reheating
- Versatile usage, can be used in cold and hot preparation

[Buy Now](#)



Click here to view our full list of products available in your country.



# Meet Our *Creative* Culinary Team

## Joanne Limoanco Gendrano

**Executive Chef**

Middle East, Pakistan  
& Sri Lanka



**"I am supporting Brazil, because they have one of the best techniques in football & has produced some of the most phenomenal players in the world. And of course, who doesn't love Feijoada?"**

 Follow @hellochefjo 

## Khalil Youssef

**Regional  
Customer Chef**

Saudi Arabia, Kuwait &  
Bahrain



**"My favourite team is Argentina. Why? Because my favourite player Maradona was playing for Argentina."**

 Follow @chefkhalilyoussef 

## Eddy Diab

**Regional  
Customer Chef**

UAE, Oman & Qatar



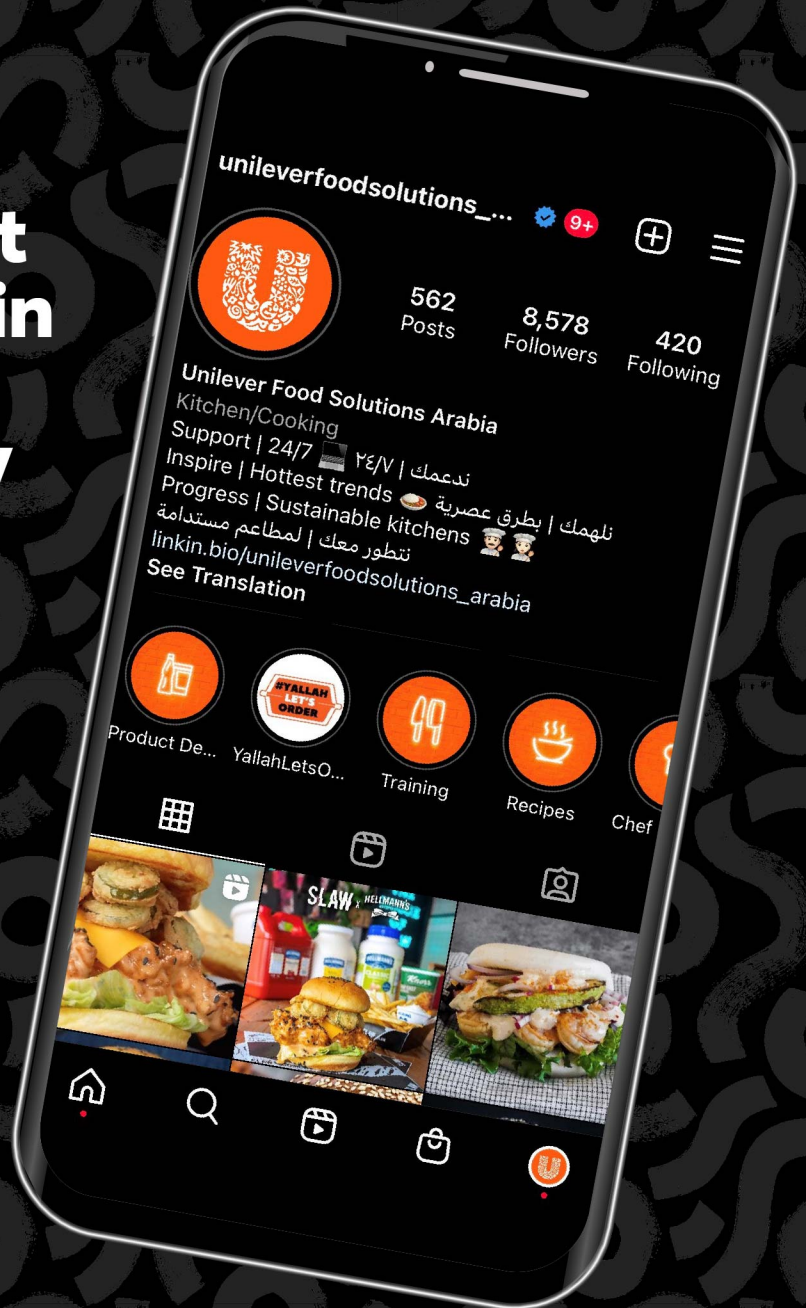
**"I am supporting Germany because I've been a big fan from the past 25 years and love their old team including Jurgen Klinsmann and Oliver Kahn – plus, Germany has great teamwork!"**

 Follow @chef.eddy.diab 






# Stay Connected with Us

**Want to know what  
our chefs are up to in  
the kitchen?  
Or just want to stay  
updated with the  
latest product  
promotions and  
trainings?**



## **Unilever Food Solutions Arabia**

For further information on the UFS range of products:

-  Contact your local sales representative
-  Reach us via WhatsApp at +(971) 52 846 9202
-  Connect with us on our 24/7 LiveChat available at UFS.com



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**Support. Inspire. Progress.**