



1 *serve up variety*

Create a unique menu they'll crave! Innovate classics like fish + chips and offer on-trend items like SeaFusions™ cod bites, Alaska Pollock burgers, and SeaFusions seafood cakes served with the perfect fries or potato wedges.

5 WAYS TO GET YOUR MENU #TRENDING

2 *make it ethnic*

Expand your menu by including tastes from Latin America, Asia, the Mediterranean, and the tropics.

3 *put it in their hands*

Make your items portable for on-the-go Millennials – think wraps, sandwiches, and tacos.

4 *add a signature sauce*

Offer sauces with unique, on-trend flavors like sriracha, gojuchang, or raspberry chipotle.

5 *join the food truck craze*

Fish + chips fits in here perfectly – try spicy ethnic mash-ups in easy-to-carry formats.