

# Taste & Trends

EDITION 23 | AUGUST 2023

## Summer Seafood

### Meet the Away From Home Chef Laura Vaughn

As summer morphs into fall, eating lighter feels good, and I find that I want to spend less time in the kitchen and more time enjoying the outdoors. My not-so-secret shortcut in the kitchen to help get me outside to the fun faster is mayonnaise.

Mayo may be associated with sandwiches, but its versatility is boundless. Its smooth texture and tangy flavor transform a wide range of dishes; adding depth, richness, and flavor to your culinary creations. Whether you're a seasoned chef or a novice, incorporating mayonnaise into your recipes will elevate your cooking game.

Mayonnaise forms the foundation for numerous delightful sauces. From tangy tartar sauce to lemony aioli to spicy Sriracha mayo, it can be easily customized to suit your taste preferences. The thick condiment welcomes all, effortlessly enhancing the flavor profiles of burgers, grilled meats, and especially seafood dishes. And since seafood servings see an +11% increase within the summer months, this is a great time to try something new on your menu.

As a marinade, mayonnaise coats and infuses meats, poultry, seafood and even vegetables with rich flavors, and helps to seal in moisture and tenderize the ingredients.

Its high fat content also aids in browning and creating a delicious crust: one of my favorite tricks is to coat fresh fish or chicken with an herby, citrusy mayonnaise and grill over medium coals – this seals in flavor and moisture, while the grill creates a delicious smoky exterior.

Mayo is a powerhouse in the kitchen. To achieve a crispy, golden crust on your favorite dishes, mayonnaise is an unexpected secret weapon. Replace your butter with mayonnaise for grilled cheese sandwiches with a beautiful golden brown crisp crust to balance a gooey cheesy filling. Or use it as a binding agent for coating with breadcrumbs or panko.

When it comes to seafood, few culinary creations can rival the delightful combination of succulent lobster, tuna, or shrimp immersed in the creamy goodness of mayonnaise. By balancing seafood's natural brininess, it enhances the taste while providing a touch of tanginess and richness.

This August, explore the myriad ways mayonnaise can do the heavy lifting in your kitchen with your favorite seafood, and experience the boundless pleasure it brings to your taste buds.

NPD Crest, 2022



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for Laura's recipe  
if we had you at  
'Lobster'.

# Insights

**Seafood servings see an +11% increase within the summer months.**

NPD Crest, 2022



**Tuna is the most common type of fish salad, appearing on 14% of all menus.**

Datassential Menu Trends 2023

**Other growing fish salads include lobster salads and shrimp salad.**

Datassential Menu Trends 2023

**Tajin, Korean BBQ & honey lemon are the fastest-growing flavors paired with seafood.**

Datassential Seafood report, Nov. 22



## Menu Inspiration



**Salmon BLT**  
Fish Market – Alexandria, VA

Grilled salmon, bacon, lettuce, tomato & mayonnaise on ciabatta, served with Old Bay chips



**Jumbo Lump Crab Cake**  
Rappahannock Oyster Bar – Washington, DC

Succotash, Green Beans, Fingerlings, Caper Remoulade







**Maine Lobster Roll**  
Neptune Oyster – Boston, MA

Toasted brioche roll, available hot with butter or cold with mayo



## In the News

Catch up on what's happening in the industry.

-  **How the economy is affecting dining out decisions**
-  **Spicing Up Salads**
-  **How restaurants can get a slice of Gen Z's \$360B spending Power**
-  **Chick-in, beef out: We're eating more chicken than ever before**





# Classic Lobster Rolls

Yield: 6

## INGREDIENTS

1 ¼ lb live lobster	3
Celery, finely chopped	1 stalk
Fresh Lemon Juice	2 Tbsp
Fresh Chives, chopped	1 Tbsp
Fresh Tarragon	1 Tsp
KRAFT DELUXE Mayo	2-3 Tbsp
Freshly Ground Black Pepper	to taste
New England-Style Hot Dog Buns	6 buns
Unsalted Butter, room temperature	2 Tbsp
Lettuce, washed and dried	6 leaves

## INSTRUCTIONS

1. Pour water into a large pot to a depth of 1 inch; bring to a boil and salt generously. Add lobsters, cover, and cook until bright red, 8–10 minutes. Transfer lobsters to a rimmed baking sheet and let cool.
2. Crack lobster shells, pick meat from tail and claws, and cut into ½-inch pieces. Mix lobster, celery, lemon juice, chives, and 2 Tbsp. mayonnaise in a medium bowl; season with salt and pepper and add more mayonnaise, if desired.
3. Heat a large skillet over medium heat. Spread flat sides of buns with butter. Cook until golden, about 2 minutes per side; fill with lobster mixture.

**Note:** Do ahead! Lobster meat can be prepared 1 day ahead. Cover and chill. Toss with remaining ingredients just before serving.



## KRAFT DELUXE Mayo

10021000648297 – 1 Gal, 4 count

Made with fresh eggs and premium oil to give it a rich color and taste, this mayo has a firm body and thick, creamy texture that holds up extremely well across all menu applications

