

later a full-service tapas and wine bar in my hometown of Easton, MA, for which we earned multiple awards. After owning and operating both businesses for 12 years, I was ready to start a family. That meant I had to do one thing: follow my grandfather's advice. We moved to Florida, and I became the chef at the iconic Contemporary Resort inside Walt Disney World. Working at Disney was an incredible experience. But over time, I found myself feeling disconnected from

the restaurant world - and I am obsessed with the restaurant business! So, after several years in various corporate positions, such as VP of Culinary at the world's largest full-service restaurant company and VP of Operations for an iconic

theme park, I found my true culinary home here at

Kraft Heinz. Every day, I get to work with America's most beloved brands, creating innovative menu items for restaurants across the U.S. Now, it is with great pleasure that I introduce you to this month's Taste and Trends theme by asking one simple question: "Pardon me, but do you have any **GREY POUPON?"**



Insights

While turkey, ham and chicken are the most common sandwiches, honey chicken, grilled ribeye & braised short rib are among the fastest growing.2 Nashville hot, dijonnaise &

36%

of consumers

love/like

GREY POUPON

mustard.3

In 2022, the sandwich category saw a total of

9.8

billion

servings.

Other big trends in sandwiches include Middle Eastern flavors, plant-forward, brunch sandwiches & bold flavors.2 1. NPD Crest. 12ME Dec. 2. Datassential Sandwich Report, Oct. 2022

Sandwiches

are on

70%

of all menus, ranking

#2 on the list of the most common apps

and entrées.2

truffle aioli are among

sauces on sandwiches.²

the fastest growing

3. Datassential Flavors, 2023 Menu Inspiration

Mustard-crusted Crispy

- New England

Dijon mustard.

#13 Jimmy Cubano

Jimmy John's - National

Jimmy John's version of the famous

smoked bacon, hand-sliced smoked

ham and provolone cheese, topped

Chicken BLT Sandwich

Not Your Average Joe's

Cuban sandwich. Made with applewood

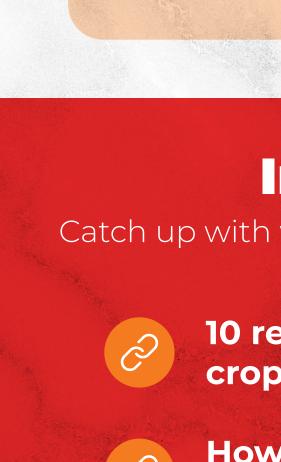
with sliced kosher dill pickles, mayo and



Mustard-marinated and panko-crusted

with country bacon, lettuce, tomato and

lemon aioli on toasted ciabatta with



1. Place crab meat in a stainless steel bowl and top with base. 2. Place bowl on another bowl of ice to keep the mixture cold. 3. Gently mix together to incorporate. Do not overmix or crab will break down. 4. Using a scale (or gray scoop), measure crab mixture into 4 wt. oz. portions. 5. Lightly form crab mix into patties and bread with panko.

1. Combine all ingredients in a stainless steel bowl. Mix well to

Butter, melted _______ .25 fl. oz.

Crab Cake ______ 1 cake

Brioche Bun, toasted or grilled ________1

Butter Lettuce — 1 leaf

Beefsteak Tomato, sliced ¼ in. thick — 1 slice

GREY POUPON Mustard Sauce — .25 fl. oz.

2. Transfer to squeeze bottles, cover, label and refrigerate.

Crab Cake Sandwich (per portion)

Old Bay Seasoning .5 tsp

Salt & Pepper (10/1 ratio) .25 wt. oz.

2. Transfer into a storage container, cover, label and refrigerate.

Crab Meat, lump — 3 lbs

Crab Cake Base — 1 batch

5 wt. oz.

2 fl. oz.

1. Place all ingredients in a bowl and mix well.

Instructions:

Crab Cake

Panko, toasted -

Instructions:

Instructions:

incorporate.

Instructions:

Sauce on the side.

2. Cook in a convection oven set to 350°F for 6-8 minutes, or until internal temperature of 165°F is achieved. 3. Turn crab cake over halfway through cooking. (Turn carefully. The crab cake is very delicate.)

GREY POUPON Dijon Mustard

Made with #1 grade mustard seeds, our white wine

infused mustard is blended with spices to offer the

10054400030225 - 1 gal. jug, 2 per case

1. Butter a small metal pan; add crab cake.

4. Place lettuce and tomato on the bottom bun.

5. Add crab cake on top of the tomato, lean the top bun on

the crab cake and serve with GREY POUPON Mustard





6. Transfer to a lined hotel pan; cover, label and refrigerate for service. **GREY POUPON Mustard Sauce** 32 fl. oz. KRAFT Deluxe Mayo ——— 8 fl. oz. Heavy Cream — GREY POUPON Dijon Mustard 4 wt. oz. Worcestershire Sauce 4 fl. oz. A.1. Sauce

- bold flavor you expect from GREY POUPON. Perfect for back-of-house use in large volume recipes, deli prep and filling ramekins, our signature Dijon adds boldness to any meal.



enlightening partner-chef profiles, and rich data

from food service and retail industry analysis.





