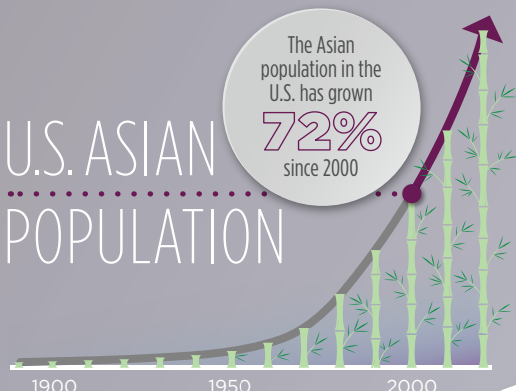


THE ASIAN BOOM!

ASIAN FOODS AND FLAVORS ARE BIGGER THAN EVER. WANT TO RIDE THE WAVE? KIKKOMAN CAN HELP.

U.S. ASIAN POPULATION



Source: Technomic Inc. 2018, Why Asian Foods Dominate U.S. Menus

THE UMAMI FACTOR

What makes Asian flavors so craveable? They're often high in umami. That's because key ingredients like soy sauce, miso, ponzu, and teriyaki are rich in naturally occurring umami.



ASIAN IS THE **#1** ETHNIC CUISINE IN THE U.S.

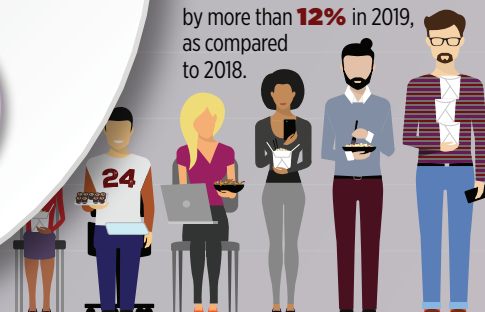
A S 1 A N

Asian is the most ordered ethnic food among consumers for most foodservice segments, including fast-casual, full-service and prepared-food sections of grocery stores.

Source: Technomic Inc. 2018, Ethnic Food & Beverage Consumer Trend Report

THE YOUNG & THE HUNGRY

Millennials increased menu consumption of Asian-flavor-based dishes by more than **12%** in 2019, as compared to 2018.



Source: Foodable Research Labs, 2019



ASIAN FOODS FLYING HIGH IN FAST-CASUAL

Asian-flavor-based menu item additions were up nearly **30%** at fast-casual restaurants in 2019, as compared to 2018.

Source: Foodable Research Labs, 2019

AUTHENTIC FLAVOR MADE EASY

Kikkoman sauces take the guesswork out of staying on-trend. They add instant, authentic, umami-rich Asian flavor all across your menu.



For more information and InspirAsian, visit www.KikkomanUSA.com/foodservice

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