

FUTURE MENUS



TOP FOODSERVICE TRENDS
VOL. 3 | 2025



Unilever
Food
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In Future Menus Vol. 3, you'll discover four major trends shaping the foodservice industry—reflections of the deep changes and desires emerging in the world today. Street Food Couture and Borderless Cuisine are inspired by the blending of cultures through travel, migration, and digital connection. They invite us to embrace flavors and techniques from global cuisines, enriching our dishes and our guests' experiences. Culinary Roots celebrates the heritage and authenticity of local cuisine, while Diner Designed taps into diners' desire for personalized experiences, enabled by new technology and data.

What sets this report apart is its practicality. We know that great dishes are perfected in the kitchen, which is why we've included tried-and-tested recipes created by our team of chefs from over 70 countries. Each recipe is crafted to be globally trendy yet adaptable, ensuring it resonates with local flavors and operational needs. We believe that by translating trends into practical recipe ideas, we bring the spirit of each trend to life in a way that's ready for your menu—and your diners.

Warmest regards,

Kees Van Erp
Global Executive Chef
Unilever Food Solutions





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Unilever Food Solutions (UFS), accounting for 20% of Unilever's Foods Business Group, operates in over 75 countries as a dedicated supplier for the food service industry. At our core, we are a business of chefs for chefs. The expertise of our global network of over 250 in-house chefs informs everything we do, establishing our strategy around three key pillars: high-quality products, industry inspiration and best-in-class services.

We recognize the high demands professional chefs place on food products and ingredients to streamline kitchen operations. We specialize in high-quality products that improve profitability, enhance consistency, and help unlock on-trend flavors. Our leading-edge portfolio features power brands like Knorr Professional and Hellmann's. We excel in creating product recipes that perform exceptionally in professional kitchens and outshine the competition.

Keeping menus trendy and inspiring is a constant challenge for chefs, especially with the ever-evolving influences of social media trends, shifting consumer demands, and economic factors. Our annual Future Menu Trends initiative highlights major global culinary trends, demonstrating how chefs can apply them to life in their own kitchens, enhancing both creativity and profitability. We also strive to support chefs by offering an ever-expanding selection of unique and classic recipes available on our website.

We understand the pressure on, and skills required by, professional chefs to run a successful kitchen. Our culinary training programs supply chefs with best-in-class services and food industry tools for professionals in the foodservice industry. From the basics of Food Safety to advanced World Cuisines, we've got it covered. We also aim to improve kitchen environments by fostering a positive culture. Our Positive Kitchens initiative addresses challenging conditions commonly encountered, providing tools, training and inspiration for efficient team management, effective communication and overall well-being.

UFS is constantly pushing to better power the food service sector by taking a digital-first approach. Our mission is to foster global relationships with professional chefs and culinary communities, encouraging growth and creativity.

CONTRIBUTORS



CHEF NIGEL

Executive Chef
Unilever Food Solutions, Malaysia

Born in Ipoh, Chef Nigel grew up surrounded by a rich food culture. He began his culinary journey at 15, later earning his Baccalauréat Professionnel Restauration from Académie de Toulouse. With experience spanning hotels, bistros, cafés, and airport dining, he has also owned a restaurant and served as a Chef Instructor. Beyond the kitchen, he built expertise in key accounts and business development for kitchen equipment and supplies. Now, as an Executive Chef at Unilever Food Solutions, he blends culinary creativity with commercial insight to drive innovation and collaboration in the industry.

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CHEF HADZRIN

Senior Sous Chef
Unilever Food Solutions, Malaysia

Chef Hadzrin, a Culinary Arts graduate, built his career in top establishments like Shangri-La and Westin Hotels, mastering gourmet cooking across banqueting, fine dining, and large-scale food production. With expertise in various cuisines, he now leads the Malay segment at Unilever Food Solutions Malaysia, supporting R&D, chain accounts, and inspiring customers with innovative culinary ideas.

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CHEF KEN JONG

Sous Chef
Unilever Food Solutions, Malaysia

Chef Ken Jong studied Culinary Arts in Sarawak before honing his skills in Kuala Lumpur's fine dining scene. With a strong foundation in French cuisine, he spent a decade working in Michelin-starred and Michelin-selected restaurants like Skillet KL and Beta KL. His passion for sharing culinary knowledge led him to become a Corporate Chef for UNOX Asia, where he introduced innovations and recipes across Asia Pacific. Now, as a Sous Chef at Unilever Food Solutions, he continues to inspire chefs with his expertise in technique, flavor, and innovation.

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CHEF ALAN WONG

Operator Leads Specialist
Unilever Food Solutions, Malaysia

Chef Alan Wong is a Chinese Master Chef with over 35 years of experience across Asia. Inspired by his grandfather's cooking, he's mastered Chinese and Asian cuisine, earning accolades like the 2018 Asian Chinese Most Outstanding MasterChef. Since joining Unilever Food Solutions in 2010, he has led menu development, large-scale culinary events, and product innovation. Now, as an Operator Leads Specialist, he applies his culinary expertise to support industry innovation.

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CHEF ERIC CHUA

Executive Chef (Singapore, Vietnam, Cambodia)
and Future Platform Chef Lead
Unilever Food Solutions, Southeast Asia & South Asia

In 2003, Chef Chua began his culinary career as a trainee chef at Swissôtel's Stamford Hotel and later honed his skills at Equinox Restaurant before moving to Unilever. He has represented the Singapore Culinary national team in both local and international culinary competitions. His accolades include a gold medal at the MLA Blackbox Global Final in Dubai (2008), overall champion at the Culinary World Cup 2010 held in Luxembourg, as well as triumphs at events like HOFEX 2009 and WACS Food Fair Korea 2012, where he clinched top honors.

@chef_eric_chua

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Scan the QR code for more
information on this year's trends.



TRENDS AT A GLANCE

The Future Menus Vol. 3 by Unilever Food Solutions was compiled from robust global data and extensive chef inputs, including industry reports of leading third-party sources, social media analytics using 237,000 keywords representing 312 million searches across more than 21 countries, perspectives from UFS' 250 professional chefs and in-depth feedback of more than 1,100 chef professionals located in 20 markets worldwide via UFS e-panels. These insights have been translated into practical, action-driven solutions for foodservice operators globally, including recipe ideas, techniques, and ingredient solutions that operators can use on their menus.

CULINARY ROOTS

The culinary world is embracing lesser-known regional cuisines by honoring indigenous ingredients and techniques, preserving cultural heritage while ensuring authenticity as they gain wider recognition.

BORDERLESS CUISINE

This trend, driven by globalization, migration, and a new generation of multicultural chefs, harmoniously blends diverse culinary traditions into innovative, authentic dishes that go beyond novelty.

STREET FOOD COUTURE

This trend elevates street food with high-quality ingredients and refined techniques while preserving its casual charm and global flavors, creating an accessible yet dynamic dining experience.

DINER DESIGNED

This trend explores how dining is evolving into interactive, personalized experiences where diners actively participate in creating and customizing their meals.



CULINARY ROOTS

THE TOP TECHNIQUES IN THIS TREND

Wood-Fire Cooking

Stewing

Infusion

Slow Cooking

Charcoal Grilling

Marination

A growing trend in the culinary world is the celebration and revival of lesser-known regional cuisines, honoring indigenous ingredients and cooking techniques that connect to cultural heritage. This movement emphasizes the importance of preserving the past while moving forward, ensuring *authenticity* remains at the heart of each dish. The trend often begins within a region and may gain wider recognition, but it must retain its true essence to succeed.



This dish perfectly balances texture and flavor. The crispy chicken leg undergoes a two-step frying process—deep-fried, steamed for tenderness, then fried again for extra crunch. It's topped with a bold Penang Laksa sauce, blending spicy, tangy, and savory notes for a flavor-packed experience. Indulgent yet traditional, it's perfect for special occasions or a satisfying treat.



"THE INSPIRATION COMES FROM BLENDING FAMILIAR TEXTURES WITH *traditional* MALAYSIAN FLAVORS"

CHEF ALAN WONG
Operator Leads Specialist
Unilever Food Solutions, Malaysia

INGREDIENTS
(SERVES 10)

Protein

2kg Chicken Legs
20g Sea Salt
50g Corn Oil
5g Blackpepper, crushed

Laksa Paste

40g **Knorr Chicken Stock**
100g Red Onion
50g Garlic
10g Red Chili
50g Lemongrass
100g Ginger
100g Dried Shrimp
20g Belacan Shrimp Paste
10g Turmeric
500ml Cooking Oil
50g Fine Sugar

Penang Laksa Sauce

250g Cooked Laksa Sauce
100g Chili Sauce
500g **Lady's Choice Real Mayonnaise**

Pickled Vegetables

100g Japanese Cucumber, julienned
50g Red Onion, sliced
10g Red Chili, julienned
10g Fine Sugar
3g Sea Salt
5g **Knorr Lime Flavored Powder**

Salad

200g Ice Plant
50g Red Onion, thinly sliced
100g Lebanese Cucumber, thinly sliced
100g Cherry Tomato, halved
50g Laksa Leaf, deep-fried
10g Mint Leaf



Lady's Choice Real Mayonnaise

Lady's Choice Real Mayonnaise is the perfect balance of delicious taste and creamy texture. Made with real pasteurized eggs, ideal for sauces, spreads, dips, and even salad dressing.

METHOD

Protein

Mix ingredients, marinate for 2 hours.

Deep fry until golden.

Bake at 100°C, skin side up, for 1 hour. Rest for 10 minutes.

Deep fry again at high heat until crispy.

Laksa Paste

Blend ingredients, cook on low heat until oil separates.

Penang Laksa Sauce

Mix all ingredients and use as required.

Pickled Vegetables & Salad

Mix all ingredients and use as required.



This dish features a golden crispy chicken leg, topped with a Penang Laksa sauce for an explosion of flavors. Perfect for special occasions or when you want to indulge.

CRISPY CHICKEN WHOLE LEG WITH PENANG LAKSA SAUCE

AYAM MASAK MERAH SKEWER

WITH CHEF KEN JONG



A delightful twist on the traditional Malaysian dish, Ayam Masak Merah. These skewers feature tender chicken pieces marinated in a rich, spicy, and creamy tomato-based sauce, infused with aromatic spices.

Moving away from traditional braising method of cooking Ayam Masak Merah, this dish uses a grilling “bakar” approach, served on skewers; offering versatility from street food-style bites to upscale hotel and restaurant menus.



“ALL-TIME FAVORITE FLAVORS, SERVE IT A *different* WAY.”

CHEF KEN JONG
Sous Chef
Unilever Food Solutions, Malaysia

INGREDIENTS (SERVES 6)

Chicken Marination

1kg Chicken Thighs, chopped

Ayam Masak Merah Paste

4g Star Anise
5g Cinnamon Stick
180g Shallot Paste
40g Garlic Paste
60g Lemongrass Paste
100g Dried Chilli Paste
100g Cooking Oil
15g Chilli Sauce
20g Sugar
150g **Knorr Smoky Grill Sauce**
10g **Knorr Chicken Stock**

METHOD

Chicken Marination

Chop the chicken into 4cm chunks and set aside.

Ayam Masak Merah Paste

Sauté star anise and cinnamon until fragrant. Add dried chilli, lemongrass, and garlic-shallot paste; continue sautéing. Stir in chili sauce, then season with remaining ingredients.

ASSEMBLE

Marinate chicken chunks with cooked paste. Skewer the chicken onto sticks and bake at 220°C for 9 minutes until cooked and lightly charred.

Knorr
PROFESSIONAL



Knorr Chicken Stock

Knorr Chicken Stock is made with quality chicken meat that adds well-balanced chicken umami and aroma to all your dishes. Perfect for use in stir-fry, soup and marinade.



Knorr Smoky Grill Sauce

A ready-to-use sauce that delivers a consistent sweet, sour, and mildly spicy taste. Perfect for marination, grilling, dipping, or as a bold base to enhance your dishes.

A childhood staple, reimagined. Rooted in the fiery comfort of sambal belacan and elevated with delicate layers of umami, this dish transforms a humble classic into a contemporary celebration of Malaysian flavor.



Knorr Pasti Sedap

Knorr Pasti Sedap (All-In-One Seasoning) is made with a unique blend of garlic, red onion and white pepper that adds well-balanced flavours and aroma to all your dishes.



Emborg Cooking Cream

Made from premium European milk, this 15% fat cooking cream delivers smooth, creamy texture that resists splitting — ideal for sauces, soups, pastas, and even desserts.



“ROOTED IN CHILDHOOD AND REFINED IN THE KITCHEN - *heritage* FLAVORS AT THE FOREFRONT”

CHEF NIK MICHAEL IMRAN
Regional Chef
Emborg, Malaysia

INGREDIENTS

(SERVES 2)

Sambal Belacan Paste

70g Shallots, sliced
45g Red Chillies, sliced
15g Garlic
15g Toasted Belacan
3g Salt
90g Water
50g Cooking Oil
20g Coriander Root & Stem
1tbsp Oyster Sauce
1tbsp **Knorr Pasti Sedap**

Garnish

Emborg Parmesan, to taste
Coriander Leaf
Calamansi Lime, halved

Pasta

300g Spaghettini, cooked
al dente

Broth

600ml Water
100g Eryngii Mushrooms,
chunked
45g Shimeji Mushrooms
45g Oyster Mushrooms
27g Enoki Mushrooms
120g Fresh Lala (Clams),
shucked
90g **Emborg Cooking Cream**
1 ½ tbsp Potato Starch Slurry

METHOD

Sambal Belacan

Blend ingredients into a paste, then sauté until fragrant and lightly caramelized.

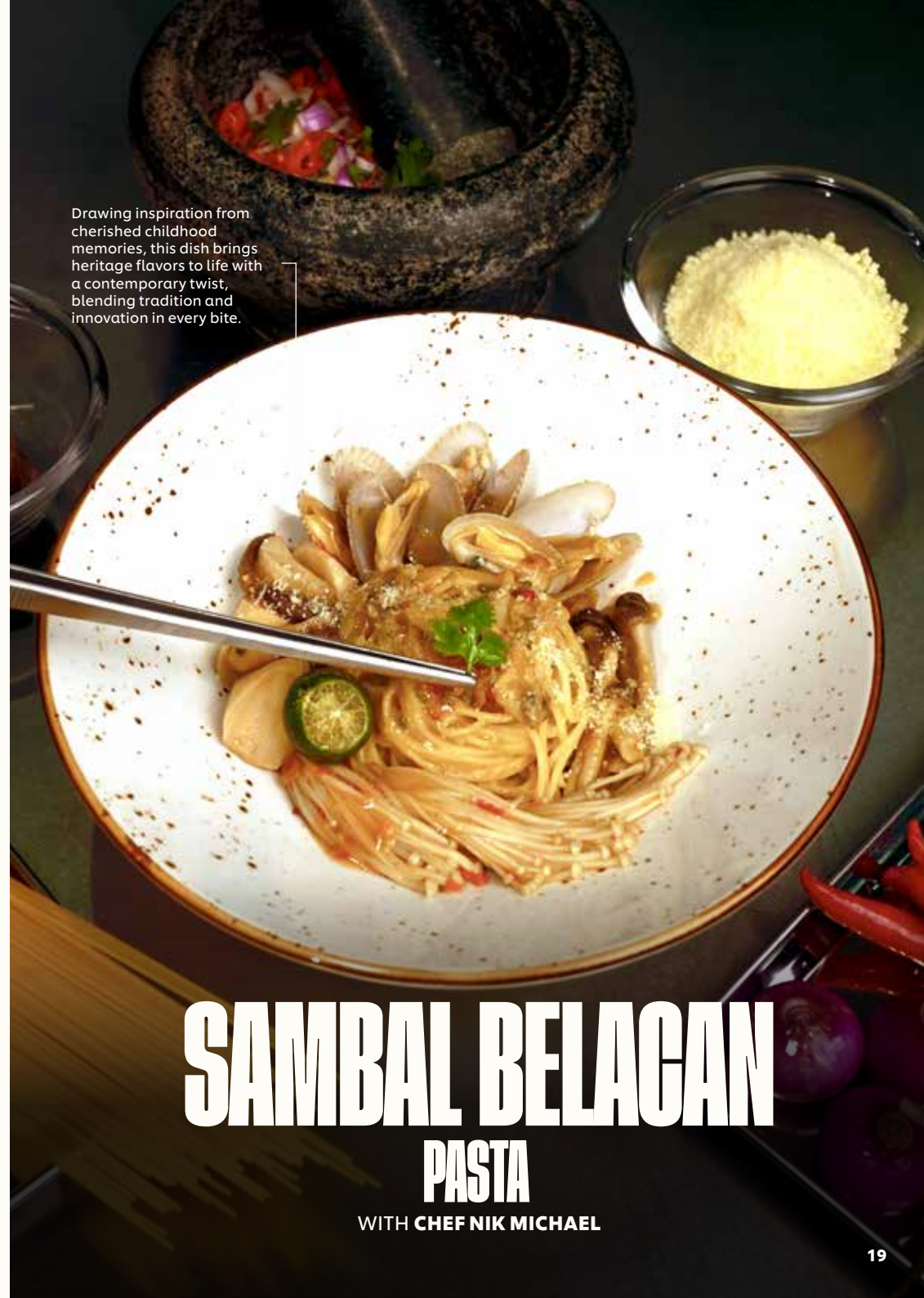
Broth

Add coriander root, oyster sauce, lala, and mushrooms. Sauté, then pour in water and Knorr Pasti Sedap. Simmer for 5 minutes until seafood is cooked and broth is flavorful. Skim any scum. Stir in slurry to thicken. Add Emborg Cooking Cream and Emborg Parmesan to taste.

ASSEMBLE

Divide pasta into bowls and ladle over broth. Garnish with Parmesan, coriander, and a squeeze of calamansi lime.

Drawing inspiration from cherished childhood memories, this dish brings heritage flavors to life with a contemporary twist, blending tradition and innovation in every bite.



SAMBAL BELACAN PASTA

WITH **CHEF NIK MICHAEL**

BORDERLESS CUISINE

This food trend blends diverse food traditions into harmonious, innovative experiences. This movement is driven by *globalization* and migration, as well as a new generation of chefs who aim to honor their multicultural roots. These chefs are reimagining how different culinary influences can be combined to create unique yet authentic dishes that go beyond novelty.

**TAHINI, MATCHA
GOCHUJANG & SUMAC**

ARE THE
TOP RAPIDLY
GROWING
INGREDIENTS
GLOBALLY



CRISPY PRAWN WITH SALTED EGG POTATO CRUST

WITH CHEF ALAN WONG

Shrimp is one of the favorite ingredients in the kitchen, coated with flour, egg wash and panko, and then deep-fried to a golden brown. Simply irresistible!



This dish elevates shrimp with a crispy panko coating, deep-fried to golden perfection. Stir-fried with crunchy salted egg potato flakes that add an extra layer of texture and flavor, it offers a delicious contrast of textures and rich flavors.



**"THE UNIQUE TECHNIQUE ...
LIES IN ITS OF *balance*
TEXTURES AND FLAVORS."**

CHEF ALAN WONG
Operator Leads Specialist
Unilever Food Solutions, Malaysia

INGREDIENTS (SERVES 10)

Prawn Marination

1kg Prawn, peeled
100g Corn Flour
10g **Knorr Chicken Stock**

Prawn Batter

100g Self-Raising Flour
150g Filter Water, cold
40g Plum Oil
200g **Knorr Potato Flakes**,
for coating

Salted Egg Potato Mix

10g Fine Sugar
100g **Knorr Potato Flakes**
50g **Knorr Golden Salted Egg
Powder**
5g **Knorr Chicken Stock**

Garnish

10g Curry Leaf
5g Bird's Eye Chilli, halved
100g Margarine

Coating Liquid

200g Condensed Milk
50g Water, warm

METHOD

Prawn Marination

Premix ingredients and
marinate prawns.

Prawn Batter

Chill batter for 30 minutes.
Coat prawns, add potato
flakes, and deep-fry until
golden and crispy.

Salted Egg Potato Mix

Mix well and set aside.

Garnish

Sauté ingredients, add Salted
Egg Potato Mix, and toss until
crispy.

Coating Liquid

Dilute condensed milk with
warm water.



Knorr Potato Flakes
Knorr Potato Flakes delivers
fluffy, scratch-like mashed
potato in three easy & quick
steps.



This burger features a crispy, golden-breaded chicken patty paired with a zesty, cheezy tom yam sauce that delivers bold, exciting flavors. To ensure the perfect crunch, the chicken is expertly prepared to maintain its crispy texture, preventing any sogginess. The combination of crunchy chicken and tangy, creamy sauce makes this burger a unique, flavorful experience you won't want to miss.



Knorr Chicken Stock

Knorr Chicken Stock is made with quality chicken meat that adds well-balanced chicken umami and aroma to all your dishes. Perfect for use in stir-fry, soup and marinade.



Lady's Choice Real Mayonnaise

Lady's Choice Real Mayonnaise is the perfect balance of delicious taste and creamy texture. Made with real pasteurized eggs, ideal for sauces, spreads, dips, and even salad dressing.



"IT REPRESENTS THE *natural* EVOLUTION OF CULINARY ARTS ... NOT RESTRICTED BY TRADITIONAL RULES"

CHEF HADZRIN
Senior Sous Chef
Unilever Food Solutions, Malaysia

INGREDIENTS (SERVES 10)

Crunchy Chicken Chop

10pcs Chicken Chop, halved
150g Corn Flour
150g Rice Flour
4 Whole Eggs
20g **Knorr Chicken Stock**

Spicy Cheezy Sauce

30ml Corn Oil
60g Red Onion, blended
25g Garlic, blended
30g Lemongrass, blended
5g Lime Leaf
35g **Knorr Tomyam Paste**
1kg Water, filtered
180g **Knorr Cheese Sauce Mix**
5g **Knorr Chicken Stock**

Burger

10pcs Burger Bun
250g **Lady's Choice Real Mayo**
150g Coral Lettuce
250g Caramelized Onion
10 Tomato Slices
10 Cheddar Slices

METHOD

Crunchy Chicken Chop

Mix ingredients and deep-fry until golden and crispy.

Spicy Cheezy Sauce

Sauté blended ingredients with lime leaf and Knorr Tom Yam Paste. Add water then the Knorr Cheese Sauce Mix. Stir well and season with Knorr Chicken Stock.

Assemble burger and serve.



A crispy, golden breaded chicken with a side of zesty cheezy tom yam sauce for those who crave bold and exciting flavors.

CHEEZY TOM YAM CRUNCH BURGER

WITH CHEF HADZRIN

SPICY GARLIC SHRIMP PASTA

WITH CHEF HADZRIN

It's a bold and flavorful dish featuring tender shrimp sautéed in a fragrant blend of garlic, chilli flakes, and soy sauce.

This dish stands out for its balanced blend of heat, umami, and rich, savory elements – from the garlic-chilli infusion and perfectly cooked shrimp to the chewy, springy noodles. Layered toppings add texture and contrast, while green onions, sesame seeds, soft-boiled egg, lime, and fresh cilantro bring a bright, refreshing finish.



"A BOWL OF SPICY GARLIC SHRIMP PASTA ISN'T JUST A MEAL; IT'S A SYMPHONY OF HEAT, UMAMI, AND COMFORT WHERE EVERY BITE TELLS A STORY OF BOLD FLAVORS AND perfect BALANCE."

CHEF HADZRIN
Senior Sous Chef
Unilever Food Solutions, Malaysia

INGREDIENTS (SERVES 5)

Pasta Noodles

500g Spaghetti
1.5liter Boiling Water
20g Corn Oil

Sautéed Ingredients

30ml Corn Oil
25pcs Shrimp, peeled, deveined
30g Garlic, minced
60ml Light Soy Sauce
30g Oyster Sauce
35g Chilli Sauce
25g Sichuan Pepper, crushed
5g Chilli Flakes
20g **Knorr Pasti Sedap**
10g **Knorr Lime Flavored Powder**

Garnish

15g Sesame Oil
10g Sesame Seed
20g Green Onion
5 Soft-Boiled Egg

METHOD

Pasta Noodles

Cook the noodles according to the package instructions. Drain and set aside. Toss with corn oil to prevent them from becoming sticky.

Sautéed Ingredients

Marinate the shrimp with soy sauce, oyster sauce, chilli sauce, and Knorr Pasti Sedap. Heat oil in a pan, sauté minced garlic until fragrant, then add the shrimp and cook until caramelized. Stir in Sichuan pepper, chilli flakes, and Knorr Lime Flavored Powder. Add water to adjust the paste consistency, if needed.

ASSEMBLE

Toss cooked pasta into sautéed ingredients, then finish with garnish. Top with soft-boiled eggs in halves and serve.

TIPS

Feel free to add your favorite toppings or other ingredients. For extra spice, add bird's eye chilli as desired.



Knorr Pasti Sedap

Knorr Pasti Sedap (All-In-One Seasoning) is made with a unique blend of garlic, red onion and white pepper that adds well-balanced flavours and aroma to all your dishes.



Knorr Lime Flavored Powder

Made for Chefs by Chefs. A versatile seasoning with the refreshing taste of lime, perfect for many food or beverage applications.

This dessert transforms a French classic with Southeast Asian flair – pandan-infused custard made with Emborg cream and milk, topped with caramelized sugar and Gula Melaka crumble. Beneath the crisp crust, a layer of white chocolate coconut ganache completes the Onde Onde experience.

CARTE D'OR
PROFESSIONAL



EMBORG
PROFESSIONAL



Carte d'Or Crème Brûlée Mix

A consistently smooth, vanilla-flavoured base that pairs well with any ingredient, allowing chefs to personalize their creations while maintaining versatility in desserts.



Emborg Whipping Cream

Crafted from premium New Zealand milk, this rich whipping cream delivers a velvety texture and high fat content for consistent, professional results, perfect for refined desserts and more.



“THE SOUTHEAST ASIAN TRIFECTA – COCONUT, PANDAN, AND GULA MELAKA – REIMAGINED WITH FRENCH *finesse.*”

CHEF NIK MICHAEL IMRAN
Regional Chef
Emborg, Malaysia

INGREDIENTS

(SERVES 9)

Crème Brûlée Base

125g **Carte d'Or Crème Brûlée Mix**
1L **Emborg Whipping Cream**
200ml **Emborg Full Cream Milk**
5-10ml Pandan Extract, to taste
A few drops Green Food Coloring, optional

Coconut Ganache

150g White Chocolate Coins
100g **Emborg Whipping Cream**
25g Coconut Cream Powder

Topping

50g Sugar, caramelized
30g Gula Melaka Granules

METHOD

Crème Brûlée Base

Boil Emborg Full Cream Milk, then mix in remaining ingredients. Simmer for 5 minutes, stirring constantly. Add pandan extract and green coloring, if using.

Coconut Ganache

Melt white chocolate with Emborg Whipping Cream and stir until smooth. Mix in coconut cream powder.

ASSEMBLE

Layer ganache in ramekins, chill, then pour in custard. Refrigerate until set before brûléeing and serving.

TIP

For a stronger flavor, adjust pandan extract to taste.

Where French elegance meets local indulgence – silky pandan custard under a caramelized shell, finished with coconut and Gula Melaka.

ONDE-ONDE CRÈME BRÛLÉE

WITH CHEF NIK MICHAEL

SOY MOUSSELINE WITH GOJI BERRY SYRUP

WITH CHEF KEN JONG

Delightful dessert that combines the smooth, creamy texture of soy mousseline with the sweet and slightly tart flavor of goji syrup and the sweet floral fragrance of pandan.



Carte d'Or Crème Brûlée

A consistently smooth, vanilla-flavoured base that pairs well with any ingredient, allowing chefs to personalize their creations while maintaining versatility in desserts.

This one-step mousseline is easy to prepare for chefs of all levels. Goji Berries, known for their antioxidant benefits, add natural sweetness and a chewy, tangy texture, while pandan brings a fragrant Southeast Asian aroma. The result is a creamy dessert with a nourishing twist and a satisfying contrast in every bite.



"DELIGHTFUL DANCE OF NOSTALGIA AND INNOVATION, WHERE *timeless* FLAVORS MEET MODERN CREATIVITY."

CHEF KEN JONG
Sous Chef
Unilever Food Solutions, Malaysia

INGREDIENTS (SERVES 7)

Mousseline

63g Carte d'Or Crème Brûlée
500g Cooking Cream
100g Soy Milk

Goji Syrup

10g Goji Berry
100g Sugar
500g Water
80g Ginger, pounded
80g Pandan
23g Pitted Red Dates, sliced

METHOD

Mousseline

Bring the cream to a boil. In a separate bowl, whisk ingredients until smooth, then add to the boiling cream. Once combined and heated thoroughly, pour evenly into ramekins. Chill for at least 2 hours before serving.

Goji Syrup

In a medium pot, combine all ingredients and bring to a boil. Reduce heat and simmer until softened. Let it cool completely before serving.

STREET FOOD COUTURE

This trend focuses on elevating the essence of *Street Food* by incorporating premium ingredients and refined techniques, while maintaining its informal charm and sense of discovery. The result is a higher-quality dining experience that retains the casual and dynamic atmosphere of the street food scene. It appeals to modern diners seeking both accessible and exciting food options, particularly those influenced by global flavors.



MEXICAN,
INDIAN
& KOREAN

ARE THREE
CUISINES THAT ARE
BOOMING WITHIN
STREET FOOD

GARLIC PARMESAN CHICKEN SKEWERS

WITH CHEF HADZRIN

Juicy chicken pieces marinated in a savory, garlic-infused blend and finished with a buttery parmesan glaze for a rich, umami-packed flavor.



Knorr Chicken Stock

Knorr Chicken Stock is made with quality chicken meat that adds well-balanced chicken umami and aroma to all your dishes. Perfect for use in stir-fry, soup and marinade.



Lady's Choice Real Mayonnaise

Lady's Choice Real Mayonnaise is the perfect balance of delicious taste and creamy texture. Made with real pasteurized eggs, ideal for sauces, spreads, dips, and even salad dressing.



"... A CULTURAL MOVEMENT THAT *respects* TRADITION WHILE EMBRACING MODERNITY AND INNOVATION."

CHEF HADZRIN

Senior Sous Chef
Unilever Food Solutions, Malaysia

INGREDIENTS

(SERVES 10)

Chicken Marination

1kg Chicken Thigh
20ml Olive Oil
30g Garlic, minced
2g Blackpepper powder
30g Parmesan Cheese
10ml Lemon Juice
50g **Lady's Choice Real Mayonnaise**
20g **Knorr Chicken Stock**

Garlic Butter Sauce

150g Unsalted Butter
10g English Parsley, chopped
30g Garlic, minced
40g Parmesan Cheese
5g Blackpepper powder
80g **Knorr Chicken Stock**

Garnish

5g Chilli Flakes
30g Parsley, chopped
150g Fresh Salad

METHOD

Chicken Marination

Cube chicken thighs and mix ingredients well. Skewer then bake in oven at 180°C for 12 minutes.

Garlic Butter Sauce

Melt half of butter and mix ingredients. Glaze the sauce over the skewers halfway through. Once cooked, glaze again.

Garnish

Sprinkle ingredients and serve with fresh salad.

Chef Nik Michael Imran's take on birria tacos features tender oxtail pressure-cooked in Knorr Beef Stock Paste and Asam Pedas sauce. Served with melted Emborg cheese on tortillas crisped in oxtail fat and butter, finished with fresh garnishes and a rich dipping broth.



CHEF NIK MICHAEL IMRAN
Regional Chef
Emborg, Malaysia

"East meets west, WHERE ASAM PEDAS MEETS MEXICAN SOUL FOOD IN ONE TACO"

INGREDIENTS (SERVES 8)

Oxtail

1kg Oxtail, cut into pieces
Salt
2tbsp Cooking Oil
750ml Water
2tbsp **Knorr Beef Stock Paste**

Asam Pedas Sauce

2tbsp Cooking Oil
5 Shallots
4 Garlic Cloves
5 Red Chillies
5 Dried Chillies, rehydrated
2cm Galangal
1cm Turmeric
34g Tamarind Paste
200ml **Knorr Pronto Tomato**
2 Lemongrass Stalks, bashed
1tbsp **Knorr Lime Powder**

Birria Tacos

12 Corn Tortillas
2tbsp **Emborg Salted Butter**
200g **Emborg Mozzarella, shredded**
200g **Emborg Cheddar, shredded**
1 White Onion, finely chopped
1 bunch Fresh Coriander, chopped
Lime Wedges, for serving

METHOD

Oxtail

Salt oxtail and chill uncovered overnight.
Sear until browned, then pressure cook for 45 minutes. Debone and shred meat; reserve broth.

Asam Pedas Sauce

Blend shallots, garlic, chillies, galangal, and turmeric. Sauté until aromatic. Add reserved broth, tamarind, Knorr Pronto Tomato, kaffir lime leaves. Add shredded oxtail and cool. Skim fat and set aside both meat and broth.

Tacos

Crisp tortillas in reserved fat and Emborg butter. Layer with Emborg Shredded Cheeses, oxtail, onion and coriander. Grill until melted.

Plate with lime wedges and a side of warm dipping broth, then serve.



Knorr Beef Stock Paste

A paste that is made with premium beef fat from Australasia, and expertly blended with spices for a rich, full-bodied flavor and authentic beef aroma. Ideal as a base or meat substitute in stocks, soups, sauces, and stews.



Knorr Pronto Tomato

Brings the fresh full flavour of the choicest Italian plum tomatoes right into your kitchen.



Knorr Lime Powder

Made for Chefs by Chefs. A versatile seasoning with the refreshing taste of lime, perfect for many food or beverage applications.



Emborg Shredded Cheese

Emborg's Malaysian Shredded Cheese range offers consistent quality, ideal melt, and versatile use, perfect for both core menu items and exciting new creations.



A bold fusion of savory and tangy flavors. East meets West, where tender oxtail Asam Pedas meets rich, spiced birria – wrapped together in a crisp taco shell.

OXTAIL ASAM PEDAS BIRRIA TACOS

WITH **CHEF NIK MICHAEL**

GRILLED SOFT TACO SAMBAL TOMATO

WITH CHEF NIGEL

Juicy, perfectly grilled meat nestled in a warm tortilla, topped with a sambal tomato sauce.



Knorr Spare Rib Marinade & Basting Sauce

A bold blend of sweet, savory, and tangy flavors. Knorr Spare Rib is ready to use across all meat dishes, perfect for overnight marination or basting to deliver deep, mouth-watering taste every time.



Knorr Pasti Sedap

Knorr Pasti Sedap (All-In-One Seasoning) is made with a unique blend of garlic, red onion and white pepper that adds well-balanced flavours and aroma to all your dishes.



Knorr Pronto Italian Tomato Sauce

Brings the fresh full flavour of the choicest Italian plum tomatoes right into your kitchen.



"LOCAL FLAVORED TACOS AND IT'S PRETTY MUCH THE SAME." *happiness -*

CHEF NIGEL
Executive Chef
Unilever Food Solutions, Malaysia

INGREDIENTS (SERVES 3)

Grilled Soft Taco

450g Protein of Choice
100g **Knorr Spare Rib Marinade & Basting Sauce**
5g Salt
5g Sawarak Blackpepper
5g Chilli Powder
10g **Knorr Pasti Sedap**

Sambal Tomato

100g Red Chilli
4pcs Red Chilli Padi
100g Shallots
2 Garlic Cloves
130g **Knorr Pronto Tomato**
15g Cooking Oil
3pcs Kaffir Lime Leaf

METHOD

Grilled Soft Taco

Combine all ingredients with the meat in a bowl and marinate, ideally overnight in the chiller. Preheat the grill to medium-high and cook the meat for 4-5 minutes per side, or until desired doneness.

Sambal Tomato

Roughly blend red chillies, chilli padi, shallots, garlic, and tomato. Sauté in oil with kaffir lime leaves over medium heat until soft and fragrant, about 10-15 minutes or until the oil separates *pecah minyak*. Season to taste.

ASSEMBLE

Lightly grill tortillas for 30 seconds per side. Add sliced grilled meat, top with Sambal Tomato, and serve.

TIPS

Add your favorite toppings, such as fresh cilantro, sliced avocado, diced onions, salsa, or shredded cheese.

DINER DESIGNED

Dining is moving beyond generic customization to more interactive, personalized experiences, where diners take part in meal creation and modification.

Diner Designed focuses on making dining immersive and multisensory and offering unique, value-added experiences.

55%

INCREASE IN SEARCH RESULTS FOR GRILL-IT-YOURSELF KOREAN BBQ — HIGHLIGHTING A SHIFT TOWARDS UNIQUE, PERSONALIZED DINING EXPERIENCES.



Sambal Matah Honey Mayo brings together the essence of traditional Indonesian sambal and the creaminess of mayo. To balance its savoriness, I've stirred in Dijon mustard and honey. It's perfect for drizzling over salads, grilled meats, or as a dip for appetizers. Curry Kapitan Mayo is crafted from a traditional rempah, a fragrant spice paste that forms the heart of many Malaysian dishes combined with creamy mayonnaise, which balances the flavors and texture. The result is a versatile dressing that enhances salads, sandwiches, and can also serve as a dip.



"GEN Z DINERS PREFER EXPERIENCES THAT OFFER MEAL *customization*, FLEXIBILITY, AND VARIETY."

CHEF ERIC CHUA
Executive Chef (Singapore, Vietnam, Cambodia)
and Future Platform Chef Lead
Unilever Food Solutions, South East Asia & South Asia

INGREDIENTS (SERVES 10)

Creamy Balinese Sambal Matah

140g Shallot, thinly sliced
40g Lemongrass, finely chopped
70g Red Chilli, de-seeded, thinly sliced
55g Bird's Eye Chilli, thinly sliced
6g Lime Leaf, thinly sliced
14g Shrimp Paste, torced
8g Fish Sauce
4g **Knorr Lime Powder**
140g **Lady's Choice Real Mayo**
20g Dijon Mustard
40g Honey
3g Salt
3g Blackpepper, crushed

Curry Kapitan Paste

60g Corn Oil
60g Corn Oil
90g Red Onion, peeled
15g Garlic, peeled
15g Lemongrass, blended
1g Turmeric Powder
50g Chilli Paste
65g Water

Curry Kapitan Mayo

225g **Lady's Choice Real Mayo**
240g Curry Kapitan Paste
20g **Knorr Pasti Sedap**
30g Sugar
8g Kaffir Lime powder



Lady's Choice Real Mayonnaise

Lady's Choice Real Mayonnaise is the perfect balance of delicious taste and creamy texture. Made with real pasteurized eggs, ideal for sauces, spreads, dips, and even salad dressing.

METHOD

Creamy Balinese Sambal Matah

Mix ingredients in a bowl.

Curry Kapitan Paste

Blend ingredients until smooth and stir fry. Once cool, mix well and serve.

Curry Kapitan Mayo

Add ingredients and stir well.

CREAMY BALINESE SAMBAL MATAH WITH CURRY KAPITAN MAYO

WITH **CHEF ERIC CHUA**

Traditional Malaysian rempah, Kaffir lime leaves, mayonnaise.

Traditional Indonesian sambal, mayonnaise, Dijon mustard, honey, lime.



A PLAN FOR PERSONALIZATION

WRITTEN BY
Chef Eric Chua

EXECUTIVE CHEF (SINGAPORE, VIETNAM, CAMBODIA), ERIC CHUA, SHARES COST-EFFECTIVE SUGGESTIONS FOR WAYS YOU CAN *personalize* THE DINER'S EXPERIENCE.

Create Topping Stations: Set up a salad or wrap bar with a variety of toppings (e.g. proteins, vegetables, nuts, and seeds). This allows Gen Z diners to craft their meals, enhancing their sense of ownership and creativity.

Custom Dressing Stations: Introduce a variety of interesting dressings and sauces inspired by regional cuisine flavors such as Southeast Asia. Patrons can mix and match to create their own unique blends, making each dish distinctly theirs.

Flavor Profiles: Provide diners with a choice of dynamic flavor profiles (e.g., spicy, tangy, sweet) that they can incorporate into their dishes. This helps cater to individual palates and encourages experimentation.

Build-Your-Own Options: Offer a selection of base ingredients for salads or wraps, allowing diners to choose their preferred proteins, vegetables, and grains. This not only caters to dietary preferences but also engages customers in the creation of their meal.

Seasonal Specials: Rotate seasonal ingredients and limited-time offerings that encourage repeat visits. Diners will appreciate the freshness and the opportunity to try new combinations.

Feedback Loop: Encourage diners to provide feedback on their personalized dishes, allowing the restaurant to refine offerings and build a closer relationship with its clientele.

Encourage Sharing: Create a "custom dish of the week" that diners can share on social media. This can incentivize them to try new combinations and helps promote your restaurant organically.



Highly versatile and adds a consistent flavor boost to your soups, gravies, marinades and more.

YOUR TRUSTED KITCHEN STAPLE



Knorr Chicken Stock

- A one-step solution for all your seasoning needs.
- Perfect for all types of preparations, from stir-fries to marinades.
- A balanced blend of spices and chicken umami.
- Extracted from slow-cooked chicken meat for a richer taste and aroma.



Scan the QR code to learn more

MALAYSIA'S NO. 1 BRAND IN MAYONNAISE & SALAD DRESSINGS*



Lady's Choice Real Mayonnaise

- Made with real chicken eggs and high-quality soybean oil for super smooth consistency.
- A creamy base that blends well with other ingredients.
- Get creative — Lady's Choice Real Mayonnaise is perfect for all kinds of dips, sauces, and spreads.



Scan the QR code
to learn more

*Source: Euromonitor International Limited; cooking ingredients and meals, GBN retail value sales in Mayonnaise and Salad Dressings combined.

**Stable texture in refrigerated and heated applications.



A highly stable** base
for any trendy and
tasty ingredient like
gochujang paste

CITATIONS

Street Food Couture

The Forge (2024) Trend Setter 3.0, Street Food Couture. Chapter 300924.

Google search interest analysis for Future Menus 2025 report. Markets: USA, Canada, Brazil, UK, Netherlands, Ireland, Germany, Thailand, Indonesia, Malaysia, Singapore, Philippines. Duration: August 2020 to July 2024.

Kantar Team (2024) Global survey in the UFS e-panel. Global results. Sylvia Schöne and David Ehlers. Report ID: 316412774 | Q8135-54. September 2024.

Borderless Cuisine

The Forge (2024) Trend Setter 3.0, Borderless Cuisine. Chapter 300924.

Google search interest analysis for Future Menus 2025 report. Markets: USA, Canada, Brazil, UK, Netherlands, Ireland, Germany, Thailand, Indonesia, Malaysia, Singapore, Philippines. Duration: August 2020 to July 2024.

Kantar Team (2024) Global survey in the UFS e-panel. Global results. Sylvia Schöne and David Ehlers. Report ID: 316412774 | Q8135-54. September 2024.

Diner Designed

The Forge (2024) Trend Setter 3.0, Diner Designed. Chapter 300924.

Google search interest analysis for Future Menus 2025 report. Markets: USA, Canada, Brazil, UK, Netherlands, Ireland, Germany, Thailand, Indonesia, Malaysia, Singapore, Philippines. Duration: August 2020 to July 2024.

Kantar Team (2024) Global survey in the UFS e-panel. Global results. Sylvia Schöne and David Ehlers. Report ID: 316412774 | Q8135-54. September 2024.

Culinary Roots

The Forge (2024) Trend Setter 3.0, Culinary Roots. Chapter 300924.

Google search interest analysis for Future Menus 2025 report. Markets: USA, Canada, Brazil, UK, Netherlands, Ireland, Germany, Thailand, Indonesia, Malaysia, Singapore, Philippines. Duration: August 2020 to July 2024.

Kantar Team (2024) Global survey in the UFS e-panel. Global results. Sylvia Schöne and David Ehlers. Report ID: 316412774 | Q8135-54. September 2024.



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