



THE TASTE OF



Alona

MIGHTY MANGO  
MAHI SANDWICH

**CULINARY  
INNOVATION**  
FOR FOODSERVICE  
PROFESSIONALS



BIG BALLER

SAY *Aloha* TO  
**KING'S HAWAIIAN  
FOODSERVICE**



**Irresistibility** is at the core of everything we do. King's Hawaiian is expertly crafted with chefs in mind to put the irresistible flavor to work across your menu, from breakfasts to appetizers and bold center-of-plate sandwiches. With a variety of formats and a versatile flavor profile that works across the menu mix, there is a King's Hawaiian product for every operation. Whether you choose one of our new chef-exclusive items or a King's Hawaiian classic, our breads bring proven consumer crave appeal with King's Hawaiian branded menu items outperforming unbranded items at any price.\*

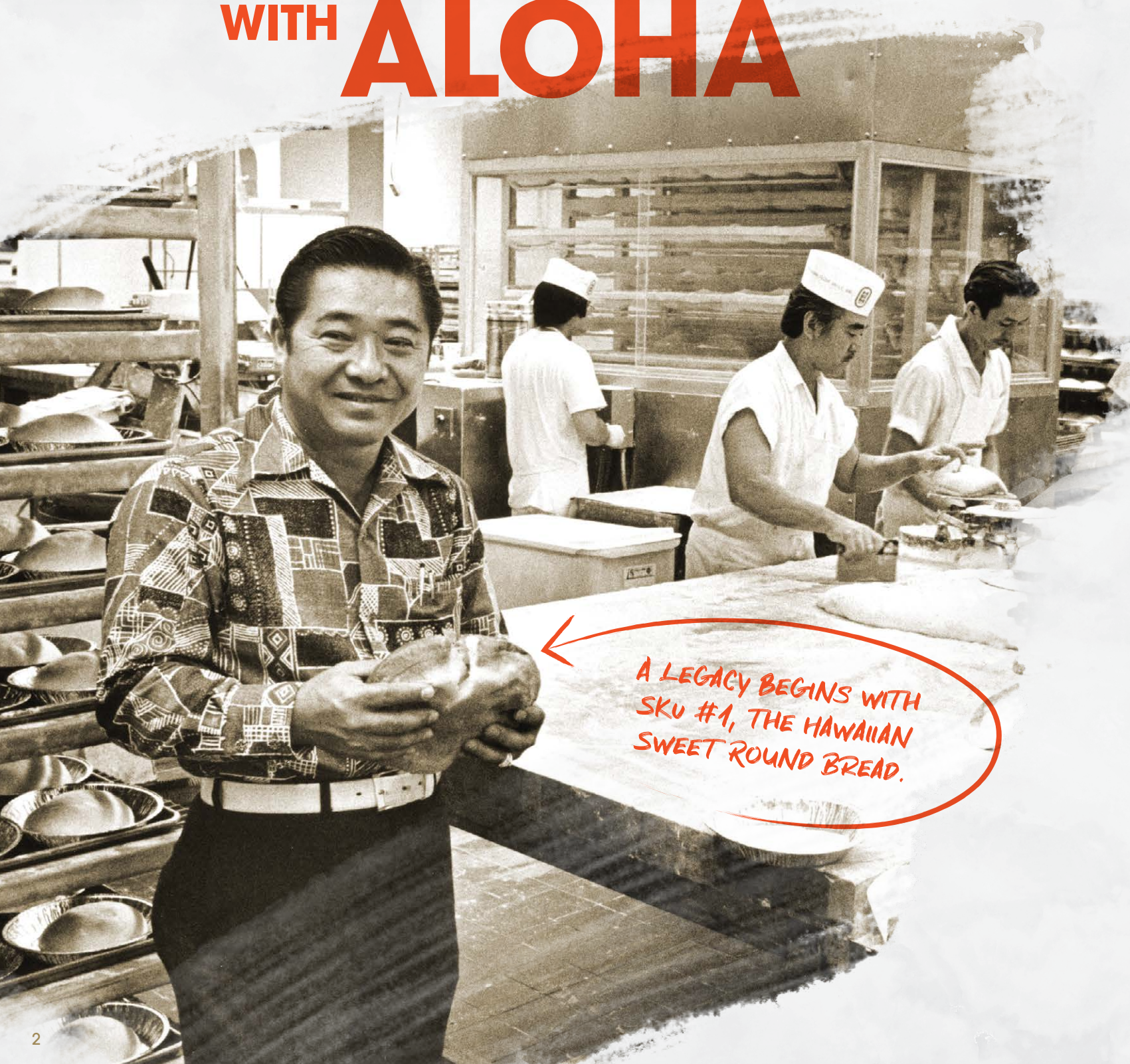
Our latest foodservice innovations showcase King's Hawaiian in creative dishes and introduce fresh techniques that add premium value and irresistible flavors to your menu. Try one of our consumer-tested recipes or add your own signature twist. These ideas are only the beginning of what you can do with King's Hawaiian in foodservice.

\*Technomic for King's Hawaiian:  
Brand Equity and Impact December 2019



For More Culinary Inspiration and Foodservice Resources, visit [www.kingshawaiianfoodservice.com](http://www.kingshawaiianfoodservice.com)

# 70 years OF BAKING WITH ALOHA



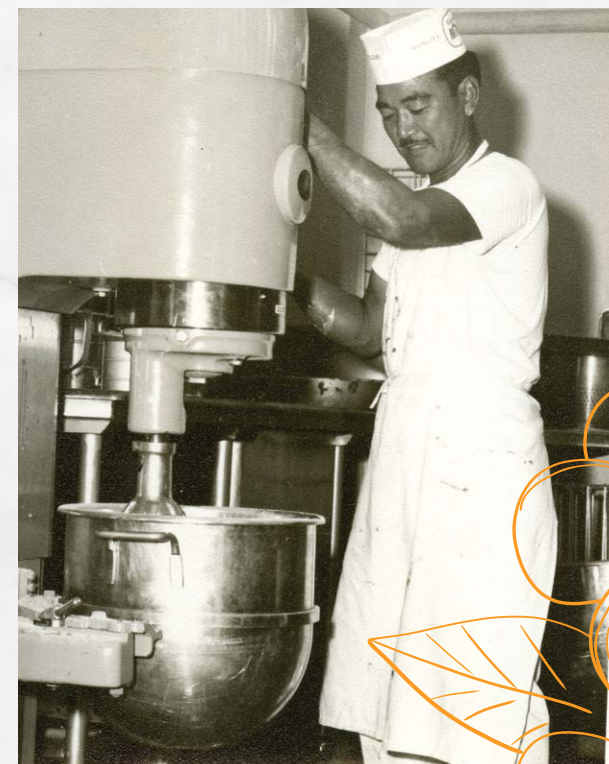
A LEGACY BEGINS WITH  
SKU #1, THE HAWAIIAN  
SWEET ROUND BREAD.



THE ALOHA SPIRIT:  
OUR KEY INGREDIENT.



BREAD AND ALOHA ON  
THE RISE SINCE 1950.



BAKING OUR WAY INTO  
HEARTS, AND ONTO PLATES,  
ACROSS THE MAINLAND.

Our family tale began in the 1950s in Hilo, Hawaii, at Robert's Bakery, where the first soft round loaves of the Original Hawaiian Sweet bread were made. And now, many loaves and decades later, the Aloha Spirit has carried our island favorites into the hearts, and onto the plates, of diners across the mainland.

In 2020, we marked our 70th anniversary of King's Hawaiian, representing a significant milestone for the company and the Taira family. As we continue to grow and serve our now-iconic breads to even more consumers, we remain inspired every day by our founder's hard work and his steadfast commitment to delivering irresistible products and expanding the King's Hawaiian 'ohana.

# OUR Irresistible PORTFOLIO

LIGHTLY  
SWEET BUNS,  
ROLLS, AND  
LOAVES

## 24-Pack King's Hawaiian Original Rolls

Whole, spongy-soft rolls that easily pull apart for desired portioning and service.

## 24-Pack Sliced King's Hawaiian Original Rolls (Foodservice Exclusive)

Spongy-soft rolls available pre-sliced for added back-of-house convenience, portioning, and service styles.

## King's Hawaiian Original Hoagie Rolls (Foodservice Exclusive)

Pre-sliced with hinge intact for hoagie and sub-style sandwiches; soft and slightly sweet; retains even more structure when toasted through.

## King's Hawaiian Original Sweet Mini Sub Rolls

Soft and fluffy mini sub rolls made with the original King's Hawaiian recipe; ideal for sandwiches and melts.

## King's Hawaiian Original Big Island Burger Buns (Foodservice Exclusive)

4.5-inches, 3.8 oz. each; soft and oversized; ideal for showstopping, saucy sandwiches and no-holds-barred burgers.

## King's Hawaiian Original Sweet Hamburger Buns

Pre-sliced and ideally sized for the signature "backyard" burger and all the toppings; original recipe with a soft, fluffy texture.

## King's Hawaiian Original Little Island Burger Buns (Foodservice Exclusive)

4-inches, 2.9 oz. each; soft and perfectly sized for standard burger and sandwich builds.

## King's Hawaiian Original Sweet Hot Dog Buns

Side-sliced design for traditional hot dogs; soft, fluffy texture with just a touch of sweetness that holds up well to all hog dog builds.

## 9-Pack King's Hawaiian Original Slider Buns

Pre-sliced with no hinge for the perfect horizontal cut; soft and slightly sweet; retains shape and structure when toasted to support any build or filling.

## King's Hawaiian Original Sliced Bread

Soft and irresistible; classic sliced loaf with our signature flavor; perfect for sandwiches, handhelds, and breakfasts.

## King's Hawaiian Original Round Bread

The SKU that started it all, it's the original King's Hawaiian recipe; perfect for slicing or serving up hearty bread bowl dishes; retains even more structure when toasted through.

**PRO HACK** Deeply score the whole loaf and fill the crevasses with a cheesy filling for a pull-apart-style shareable. Check out the Cheesy Brisket Pull-Apart Bread on page 35.

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The products all have varying levels of density, where each can be as soft and lovely as you'd expect from Hawaiian-style bread, but with some treatments like toasting, heating, battering, or baking, they can become so magnificent—a perfect hybrid between crisp and soft.

— Chef Dina Paz, Innovation, Sterling-Rice Group





**“I wish these products were in my life years ago.”**

**I have always been a potato bun guy. Then I worked with these products. The flavor and caramelization, the softness and structure that can be achieved, is unmatched. I’m now a King’s Hawaiian guy through and through.**

**- Chef John Franke, Franke Culinary Consulting**

**CHEDDAR ALE BOWL**



A majority  
of consumers  
aged 18-34 indicate  
they would be willing to  
order and spend more  
at restaurants serving  
King's Hawaiian.\*

# NEW-AGE Barbecue

^  
THAT WOWS CUSTOMERS

When the hearty tastes of barbecue are served on our iconic King's Hawaiian breads, the traditional flavor experience becomes new and intriguing. And with our versatile product lineup, the menu possibilities are anything but basic, so you can serve the barbecue builds your diners love on the bread they crave.

\*Technomic for King's Hawaiian:  
Brand Equity and Impact December 2019

BURNT ENDS  
GRILLED CHEESE



# Oh Carolina

## TESTED MENU APPEAL

Uniqueness: 151\*

Draw: 136\*

The versatile flavor and impressive stature of our King's Hawaiian Original Big Island Bun is the perfect complement to the bright, tangy flavors in this fully loaded Carolina-style pulled pork sandwich.

### ADD MORE ALOHA TO YOUR MENU WITH THESE INNOVATION IDEAS:

**Miso Barbecue Brisket Sandwich:** red-miso glazed brisket, blistered shishito peppers, and a Fuji apple and pickled ginger slaw, piled high on a King's Hawaiian Original Big Island Bun.

**Cochinita Pibil & Pineapple Sandwich:** slow-cooked pork shoulder in achiote sauce, charred pineapple and jalapeños, pickled red onions, and crumbled cotija cheese on a toasted King's Hawaiian Original Big Island Bun.

**Hot Link Roller:** three connected King's Hawaiian Original Rolls cut into a split-top bun, stuffed with a barbecue hot link, pulled pork, zippy mustard slaw, and sweet raisin barbecue sauce.

**White BBQ Chicken Sammy:** hickory-smoked pulled chicken tossed in horseradish and black pepper barbecue sauce with lettuce, tomato, and cucumber on a King's Hawaiian Original Little Island Bun.

**Gochujang Chicken Sliders:** a trio of King's Hawaiian Original Slider Buns filled with spicy gochujang barbecue chicken, green kimchi, grilled scallions, and toasted sesame seeds.



Seeing customer demand, operators are charging a premium for King's Hawaiian branded products—up to 5% more, according to a third of operators.\*

\*Technomic for King's Hawaiian: Index Scores from Concept Screener December 2020

\*Technomic for King's Hawaiian: Opportunity Assessment July 2020



The King's Hawaiian Original Little Island Bun stars in this Southern-style smoked pulled turkey sandwich, but the end pieces of a King's Hawaiian Original Round Bread are the secret ingredient in the tender chorizo stuffing patties.

**TESTED MENU APPEAL**

Uniqueness: 165\*  
Draw: 132\*

# The Gobbler

KING'S HAWAIIAN ON  
TOP AND WITHIN!



\*Technomic for King's Hawaiian: Index Scores  
from Concept Screener December 2020



**PROVEN IRRESISTIBLE**

Uniqueness: 155\*  
Craveability: 152\*  
Draw: 128\*

BURNT ENDS

# Grilled Cheese

King's Hawaiian Original Round Bread pulls double duty in this barbecue twist on a comfort classic. The interior slices make for a crisp, caramelized carrier for the brisket-studded sandwich, and the smaller end pieces are baked into sweet, buttery croutons for topping the tomato soup.

**LESS WASTE. MORE INNOVATION.**

Each King's Hawaiian Original Round Bread yields 6 roughly 1-inch slices, with just over 2 inches left on either end. Check out these tasty tips for the end pieces to always achieve 100% product yield.

- Cube and bake into croutons
- Process into plain or seasoned breadcrumbs
- Soak in custard for sweet or savory bread pudding
- Dip in batter, fry, and cut into sticks for French toast dippers



\*Technomic for King's Hawaiian: Index Scores  
from Concept Screener December 2020



For More Culinary Inspiration and Foodservice Resources, visit [www.kingshawaiianfoodservice.com](http://www.kingshawaiianfoodservice.com)



GRILLED OR FRIED  
**CHICKEN  
SANDWICHES**  
*Taste Better*  
ON KING'S HAWAIIAN BREAD



On today's sandwich main stage, the chicken sandwich is the headliner, with every establishment from fine dining to fast food serving up their take. From fresh globally inspired builds to classic Southern-fried goodness, miniature sliders to loaded hoagies, King's Hawaiian bread adds even more taste and brand appeal to always-craveable chicken sandwiches.



MARINATED CHICKEN  
BANH MI



Over 80% of operators who use King's Hawaiian report that their patrons are more likely to order their bread-carried menu items like sandwiches, burgers, and sliders.\*

# Southern FRIED CHICKEN SANDWICH

WITH HONEY BUTTER

This Southern-style buttermilk fried chicken sandwich is a fierce contender for today's chicken sandwich showdown. It's a craveable classic with a perfectly modern twist thanks to a drizzle of honey butter and our lightly sweet King's Hawaiian Original Little Island Bun.

JUST A LIGHT TOAST FOR A  
SOFT BUT STRUCTURAL BITE.



\*Technomic for King's Hawaiian:  
Opportunity Assessment July 2020



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# Jamaican Jerk FRIED CHICKEN SANDWICH

The versatile flavor of the King's Hawaiian Original Little Island Bun pairs beautifully with the smoky, spiced flavors of Jamaican jerk fried chicken in a sandwich that brings the best of two island tastes together.

**PROVEN IRRESISTIBLE**  
Uniqueness: 170\*  
Craveability: 125\*  
Draw: 128\*



Flavor,  
quality, and  
customer appeal are  
the top three highest-  
rated attributes for  
King's Hawaiian  
products.\*\*

\*Technomic for King's Hawaiian: Index Scores  
from Concept Screener December 2020

\*\*Technomic for King's Hawaiian:  
Opportunity Assessment July 2020

HONOLULU

# Hot & Sweet CRISPY CHICKEN SANDWICH

The structural-meets-soft texture of a griddled King's Hawaiian Original Little Island Bun is the perfect choice for this island twist on a teriyaki fried chicken sandwich, loaded with pineapple-habanero relish and cabbage slaw with scallion vinaigrette.

\*Technomic for King's Hawaiian: Index Scores  
from Concept Screener December 2020

**PROVEN IRRESISTIBLE**  
Uniqueness: 160\*  
Craveability: 125\*  
Draw: 119\*



# MARINATED CHICKEN

## Banh Mi

### PROVEN IRRESISTIBLE

Uniqueness: 160\*  
Craveability: 138\*  
Draw: 136\*

The hinged King's Hawaiian Original Hoagie Roll provides the ideal bed for nestling in all of the fillings of banh mi, including hot grilled chicken and cool hoisin aioli with ribbons of pickled veggies.

### ADD MORE ALOHA TO YOUR MENU WITH THESE INNOVATION IDEAS:

#### Korean Fried Chicken and Kimcheese Sando

Beer-battered chicken thigh, double white American cheese, spicy kimchi, mayo, sliced avocado, and shredded carrots sandwiched between two pieces of griddled King's Hawaiian Original Sliced Bread.

#### Buttermilk Biscuit & Gravy Chicken Sandwich

Peppercorn-spiced fried chicken served on a King's Hawaiian Original Little Island Bun that has been marinated in buttermilk and cream and pressed in a panini maker, served with a side of gravy "au jus."

#### Chicken Katsu Roll

Panko-fried chicken cutlet with Japanese tonkatsu sauce, mayo, Dijon mustard, and finely shredded cabbage, served on a 2x2 quadrant of King's Hawaiian Original Rolls.

#### German Imposter Sliders

Pan-fried, skin-on chicken thighs, griddled sliced chicken-apple sausage, beer mustard Brussels sprout salad, and apple gastrique on a trio of King's Hawaiian Original Slider Buns.

#### Pacific Rim Fried Chicken Sandwich

Tempura-fried chicken thigh, sliced ham, pickled red onions, wakame, grilled pineapple, and tamari-ginger aioli on a toasted King's Hawaiian Original Little Island Bun.

\*Technomic for King's Hawaiian: Index Scores from Concept Screener December 2020



# Bold BREAKFAST & BRUNCH

THAT KEEP CUSTOMERS  
COMING BACK FOR MORE

The craveable flavor of King's Hawaiian bread can turn simple breakfast and brunch favorites into bold creations that stand out on any menu, all day long. Whether you want to double down on sweet sensations or explore creative new savory dishes for your morning menu, turn to the King's Hawaiian lineup to add even more taste appeal.

MONTE CRISTO  
SANDWICH

Breakfast items  
made with King's  
Hawaiian stood  
out on performance  
indicators and share  
of preference.\*

\*Technomic for King's Hawaiian:  
Brand Equity and Impact December 2019





# BANANAS FOSTER FRENCH TOAST

**PROVEN IRRESISTIBLE**  
Uniqueness: 169\*  
Craveability: 121\*  
Draw: 124\*

Thick slices of King's Hawaiian Original Round Bread are soaked in rum custard and then crusted in crushed cereal to create the soft-yet-sturdy structure needed for this towering take on fan-favorite French toast.

## A FRENCH TOAST TOWER FOR ALL SEASONS.

Our technique for battering, coating, and griddling thick-cut slices of King's Hawaiian Original Round Bread creates the perfect canvas for getting creative with flavor. Serve up fresh French toast dishes all year long with these rotating seasonal varieties:

- **Spring:** strawberry-rhubarb compote, ginger-infused custard, cardamom whipped cream
- **Summer:** blueberries, lemon curd, whipped lavender mascarpone
- **Fall:** pumpkin pie filling, butterscotch sauce, cinnamon-dusted walnuts, whipped cream
- **Winter:** tiramisu-style espresso custard, whipped amaretto mascarpone, cocoa powder, sliced almonds



Once that soft sliced bread was battered, coated, and griddled, it gained some good structure. This technique is great for creating the sturdiness needed for some fun loaded and over-the-top builds.

— Chef Ryan Leinonen, Blue Collar Culinary

\*Technomic for King's Hawaiian: Index Scores  
from Concept Screener December 2020



# FRIED CHICKEN — AND — Waffles

**PROVEN IRRESISTIBLE**  
Uniqueness: 165\*  
Craveability: 152\*  
Draw: 128\*

A King's Hawaiian Original Big Island Bun is soaked in a maple-cinnamon batter and then pressed in a waffle iron for a shortcut to a flavorful, caramelized waffle that is perfect served as is, as a creative base for Benedicts, or as the carrier for this egg-topped spin on Chicken and Waffles.

## MAKE IT!

- 1** In a large mixing bowl, whisk together 12 eggs, 4 ½ cups milk, 2 cups pastry flour, 2 ¼ cups maple syrup, 6 teaspoons vanilla extract, and 6 teaspoons ground cinnamon.
- 2** Dredge each half of 24 **King's Hawaiian Original Big Island Buns** in the batter, taking care not to let them soak for too long, and then let dipped buns rest for 30 minutes.
- 3** Spray a waffle iron with pan spray and preheat to medium-low. Place a bun in the center of waffle iron, then press and cook for 3 minutes, flipping the waffle iron halfway through. Repeat for remaining buns and hold warm.
- 4** Fry 72 frozen chicken breast tenders according to package instructions until golden brown. Hold warm.
- 5** Cook 48 eggs to over easy and hold warm until service.
- 6** To build each serving, shingle two waffled bun halves on a plate, and top with 3 pieces gem lettuce, 3 spicy garlic pickle chips, 2 ¼"-slices beefsteak tomato, 3 fried chicken tenders, 1 ½ tablespoons honey mustard, and 2 fried eggs.
- 7** Serve with a side of hot honey or hot sauce.

Serves 24 | For complete recipe, visit us at [www.kingshawaiianfoodservice.com](http://www.kingshawaiianfoodservice.com)



^  
LIGHTLY SWEET BUNS FOR  
PERFECTLY CARAMELIZED WAFFLES.





# Monte Cristo

## SANDWICH

**PROVEN IRRESISTIBLE**  
Uniqueness: 160\*  
Craveability: 125\*  
Draw: 136\*

In this spin on the brunch classic, a 2x2 square of King's Hawaiian Original Rolls is battered and griddled with the cut side facing out for a unique presentation effect and to optimize the enjoyment of the toasty, caramelized crust.

### ADD MORE ALOHA TO YOUR MENU WITH THESE INNOVATION IDEAS:

**Not Your Average BLT:** sweet-and-spicy brown sugar bacon (a.k.a. Millionaire's Bacon), lightly dressed arugula, crispy fried green tomatoes, fresh heirloom tomatoes, red chili aioli, avocado smash, and a sunny-side up duck egg with cracked black pepper served on a toasted King's Hawaiian Original Big Island Bun.

**Sweet Pull-Apart Coffee Cake:** sliced King's Hawaiian Original Slider Buns layered in a Bundt pan with vanilla custard, Kona coffee, pineapple, coconut, and banana topped with macadamia nuts and served with a lilikoi syrup.

**Poke Avo Toast:** a large, toasted slice of King's Hawaiian Original Round Bread topped with mashed avocado, microgreens, marinated ahi tuna poke, and sliced cucumbers, garnished with scallions, cilantro, tempura crunchies, and a drizzle of sriracha mayo.

**Drunken Lox & Egg Sandwich:** whiskey-cured gravlax with lemon-dill aioli, caper tapenade, pickled red onions, sliced tomatoes, and a sunny-side up egg served on an everything-spice crusted King's Hawaiian Original Little Island Bun.

**Bitty Bun Cinnamon Rolls:** the connected top and bottom "sheets" of the 24-pack King's Hawaiian Original Rolls are flattened, slathered with a brown sugar and cinnamon butter, rolled into a tight log, sliced into rolls, and then nestled into a pan to be covered in a sweet sticky bun glaze.

\*Technomic for King's Hawaiian: Index Scores from Concept Screener December 2020





LITTLE  
DIPPERS →

# Craveable SHAREABLES

THAT BOOST TICKETS



Small plates, bar bites, apps, and shareables are the ideal dishes to experiment with bold new flavors or to indulge more permissibly in decadent comfort classics. Our King's Hawaiian Original Slider Buns, King's Hawaiian Original Rolls, and King's Hawaiian Original Round Bread bring smaller-scale, shareable sizes and big flavor appeal to this hot menu occasion.



CALIFORNIA ROCK N' ROLL

SEARED SALMON

ANGRY TUNA



# Sushi Sliders

## PROVEN IRRESISTIBLE

Uniqueness: 133\*  
Craveability: 137\*  
Draw: 127\*

Out of the maki roll, and into the King's Hawaiian Original Slider Bun. This trio of sliders serves up a medley of well-loved sushi flavors on our sweet, soft slider buns for a bold new handheld spin on a sushi platter or rice bowl.

## MAKE IT!

### California Rock N' Roll Sushi Sliders:

Toast 24 King's Hawaiian Original Slider Buns.

Top bottom half of each bun with ¼ piece torn iceberg lettuce, ½ strip of bacon (halved), 1 ½ ounces California Crab Mix, 1 slice tomato, and 2 slices avocado.

Spread 1 teaspoon Wasabi Mayo on inside of top bun, and place top buns on sliders.

### Seared Salmon Sushi Sliders:

Toast 24 King's Hawaiian Original Slider Buns.

Spread 1 tablespoon Ginger-Scallion Cream Cheese on the bottom half of each bun.

Top with 2 slices fresh mango, 2 ¾-ounce pieces seared salmon, 1 tablespoon alfalfa sprouts, and 1 tablespoon Togarashi Fried Onions.

Place top buns on sliders.

### Angry Tuna Sushi Sliders:

Toast 24 King's Hawaiian Original Slider Buns.

Spread ¼ teaspoon sriracha on the bottom half of each bun.

Add ½ piece of torn red leaf lettuce and 2 slices cucumber to each bun bottom.

Top with 2 ounces Angry Tuna, ½ teaspoon drizzle of sweet soy, 1 teaspoon Hawaiian Tempura Crunch, and 3 garlic chips.

Place top buns on sliders.

\*Technomic for King's Hawaiian: Index Scores from Concept Screener December 2020





# CHEESY BRISKET Pull-Apart BREAD

**TESTED MENU APPEAL**  
Uniqueness: 145\*  
Draw: 139\*

King's Hawaiian Original Round Bread is deeply crosshatched, stuffed with smoky cheddar cheese and chili spices, then topped with extra-saucy barbecued beef for a shareable spin on BBQ.

## MAKE IT!

- 1** Preheat oven to 375°F.
- 2** Deeply score 3 loaves of **King's Hawaiian Original Round Bread** with crosshatches and place on parchment-lined baking sheets.
- 3** Stuff the crevasses of each loaf with 2 cups smoked cheddar cheese and 2 cups sharp cheddar cheese.
- 4** Drizzle each loaf with ½ cup melted butter and sprinkle each with 1 teaspoon garlic powder, ½ teaspoon chili powder, and ½ teaspoon crushed red chili flakes.
- 5** Bake loaves uncovered for 10 to 15 minutes until cheese is melted and bread is lightly toasted. Remove and let cool slightly.
- 6** Garnish each loaf with 1 tablespoon minced chives, and then top each loaf with 1 ½ cups prepared **Chili con Carne** and serve immediately.

Serves 24 | 3 shareable portions  
For complete recipe, visit us at [www.kingshawaiianfoodservice.com](http://www.kingshawaiianfoodservice.com)

## CUT. STUFF. SERVE.

Barbecue is just the beginning. There's a showstopping, shareable starter for any menu with our easy technique for pull-apart bread. Simply score a King's Hawaiian Original Round Bread into crosshatches, stuff the crevasses, and bake until golden. Try these fresh flavor variations:

**Raspberry Cheese Danish:** frozen raspberries, diced cream cheese, melted butter, and brown sugar and cinnamon glaze

**Creole Brunch:** andouille gumbo topped with a heaping of shredded sharp cheddar, sliced green onion, and puffed rice

**Italian Alfredo:** grilled chicken bites, Alfredo sauce, shredded mozzarella, and freshly cracked black pepper

\*Technomic for King's Hawaiian: Index Scores  
from Concept Screener December 2020



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The slider rolls are gorgeous and structural, but they are also just soft enough to really squish down to encompass and hold so many things inside. They're perfect from a visual standpoint and offer that ideal eating experience.

- Chef Dina Paz, Innovation, Sterling-Rice Group

**TESTED MENU APPEAL**

Uniqueness: 132\*  
Craveability: 125\*

# Little Dippers

Our King's Hawaiian Original Slider Buns have the ideal, just-soft-enough structure to sandwich a hot-and-sweet ancho-honey fried chicken thigh and pile of caramelized onions as each slider gets dunked into a side of green chile queso.



\*Technomic for King's Hawaiian: Index Scores from Concept Screener December 2020



**PROVEN IRRESISTIBLE**

Uniqueness: 141\*  
Craveability: 120\*  
Draw: 131\*

# Cheddar ALE BOWL WITH WINGS & THINGS

King's Hawaiian Original Round Bread is given the garlic-bread treatment, then filled with a pool of cheesy cheddar ale sauce and served with pub-favorite dippers like seasoned curly fries and hot wings. It's over-the-top, no-holds-barred, shareable indulgence kicked up a notch.

## ADD MORE ALOHA TO YOUR MENU WITH THESE SHAREABLE IDEAS:

**Tempura Mini Lobster Rolls:** hot, buttered King's Hawaiian Original Rolls split and filled with tempura lobster, Bibb lettuce, cucumber, celery, and lemon aioli.

**Lambda, Lambda, Lambda Sliders:** grilled and sliced leg of lamb, caramelized fennel, cumin-scented whipped ricotta, and a dollop of tomato-Fresno chili jam on a toasted King's Hawaiian Original Slider Bun.


**Fish 'n' "Chips":** potato chip crusted cod fillets fried to a rich golden brown, served with lemon-turmeric mayo, malt-vinaigrette slaw, and pickled mustard seeds on King's Hawaiian Original Slider Buns.

**Chorizo Fundido Fiesta Bowl:** King's Hawaiian Original Round Bread hollowed and filled with a medley of melted Muenster, Colby jack, and Oaxacan cheese, topped with spicy chorizo, roasted peppers and onions, diced tomatoes, and cilantro.

**Hawaiian Coco Toasts:** King's Hawaiian Original Sliced Bread slathered with browned butter and coated with finely chopped macadamia nuts, toasted coconut, and turbinado sugar, toasted until very crisp, then sliced and served with pineapple-orange marmalade dip.

\*Technomic for King's Hawaiian: Index Scores  
from Concept Screener December 2020





On average,  
nearly 3 out of 4  
consumers indicate they  
are willing to pay 5-10%  
more for items made  
with King's Hawaiian  
products.\*

< KONA BREAD  
PUDDING

# Over-the-Top & EXTRAORDINARY BUILDS

THAT COMMAND A  
PREMIUM PRICE

For LTOs or elevated menu items with serious crave appeal, look no further than these specialty builds that are over the top and extraordinarily intriguing. And with the brand affinity and premium value that King's Hawaiian breads bring to each item, these dishes turn simple favorites like burgers, sandwiches, and sweet desserts into premium selections.

**PROVEN IRRESISTIBLE**

Uniqueness: 184\*  
Craveability: 165\*  
Draw: 153\*

# King CRAB ROLL

The elusive split-top buns that are iconic to East Coast-style crab and lobster rolls are easily achieved with a row of three connected King's Hawaiian Original Rolls, simply split, buttered, and griddled.

\*Technomic for King's Hawaiian: Index Scores  
from Concept Screener December 2020

THREE IN A ROW FOR THE  
IDEAL SPLIT-TOP BUN TOAST STACK.





# The **BIG** BALLER

The King's Hawaiian Original Big Island Bun is the only choice for this over-the-top, super-premium burger featuring a half-pound Wagyu beef patty, shaved black truffle cheddar, Millionaire's Bacon, and caramelized sweet Maui onions.

#### TESTED MENU APPEAL

Uniqueness: 146\*

Craveability: 129\*

#### MAKE IT!

- 1** Form 24 8-ounce ground Wagyu beef patties, roughly 1" thick by 4" wide. Season each patty with 1 tablespoon of a mixture of equal parts salt and pepper.
- 2** Place patties on the grill and cook, flipping occasionally, until medium rare, about 8 to 9 minutes total.
- 3** In the final minute of cooking, place a 1-ounce slice of black truffle white cheddar cheese onto each patty and let melt. Carefully remove each patty from grill and set aside.
- 4** Brush the inside top and bottom of 24 **King's Hawaiian Original Big Island Buns** with ½ tablespoon liquid butter or margarine each, and place on a 350°F flattop for 2 minutes. Remove buns and set aside on a cutting board.
- 5** Spread 1 tablespoon of Worcestershire Mayonnaise on each toasted bun half.
- 6** On each bun bottom, place 1 ounce Caramelized Maui Onions and Scallions, then top with prepared Wagyu cheeseburger patties.
- 7** Top each burger with 1 ½-inch thick slice of beefsteak tomato and 2 crisscrossed slices of Millionaire's Bacon.
- 8** Drizzle each build with 2 tablespoons of Red Blend Reduction so that it is cascading down over the entire burger and onto the plate, place top bun, and serve with a large skewer or knife inserted to hold burger together.

Serves 24 | For complete recipe, visit us at [www.kingshawaiianfoodservice.com](http://www.kingshawaiianfoodservice.com)

\*Technomic for King's Hawaiian: Index Scores from Concept Screener December 2020

Nearly 70% of operators feel that adding menu items served on King's Hawaiian products would not only make their customers more likely to purchase these dishes, but also would increase perceptions of quality and reputation.\*\*

**PROVEN IRRESISTIBLE**

Uniqueness: 167\*  
Craveability: 136\*  
Draw: 141\*

# Kona BREAD PUDDING

Traditional bread pudding becomes an elevated King's Hawaiian signature specialty thanks to our whole King's Hawaiian Original Rolls that are baked in an island-style Kona mocha custard and topped with a medley of sweet and salty toppings.



\*Technomic for King's Hawaiian: Index Scores from Concept Screener December 2020

\*\*Technomic for King's Hawaiian: Opportunity Assessment July 2020





# MIGHTY MANGO MAHI SANDWICH

**PROVEN IRRESISTIBLE**

Uniqueness: 188\*

Craveability: 138\*

Draw: 132\*

A freshly toasted King's Hawaiian Original Little Island Bun houses a sweet, sophisticated spin on the fish sandwich, featuring a thick-cut fillet of citrus-marinated mahi-mahi with a wildly inventive Pineapple Creamsicle slaw and brunoise mango chili relish.

## ADD MORE ALOHA TO YOUR MENU WITH THESE INNOVATION IDEAS:

**The Big Island Mac:** a King's Hawaiian Original Big Island Bun cut into 3 layers with the top piece buttered and coated in sesame seeds, and the remaining two pieces layered with 2 Wagyu beef smash patties, fontina cheese, gem lettuce, shaved Maui onions, pickles, and sambal island sauce.

**Nashville Hot Soft-Shell Sandwich:** a full soft-shell crab battered, fried, and dipped in Nashville hot sauce arranged spilling out of a King's Hawaiian Original Little Island Bun with ranch crema, creamy cabbage slaw, and pickles.

**Moroccan Meatball Sliders:** King's Hawaiian Original Slider Buns each filled with an oversized Moroccan-spiced meatball stuffed with feta cheese, drizzled with spicy harissa and creamy cucumber tzatziki.

**Dutch Oven Pineapple Peach Crisp:** torn King's Hawaiian Original Rolls tossed in a sticky brown sugar-cinnamon glaze with pineapple and peach bites, topped with an oat streusel, and baked in an individual cast-iron skillet. Served with a heaping scoop of vanilla ice cream.

**Knife-and-Fork Chicken-Fried Steak Sandwich:** an oversized piece of crispy chicken-fried steak layered with smoked cheddar cheese, garlic mashed potatoes, caramelized onions, and an over-easy egg, all served in a toasted King's Hawaiian Original Little Island Bun and topped with a generous smothering of country gravy.



The toasted bun helps to create such a unique contrast—a crisp outside that stays soft and moist inside. Add in those creamy, crunchy, savory, and sweet fillings, the combination of colors, flavors, and textures is so on trend.

— Chef Rosalyn Darling, Innovation/R&D, Sterling-Rice Group

\*Technomic for King's Hawaiian: Index Scores from Concept Screener December 2020





# Aloha,

Mahalo for taking the time to experience what King's Hawaiian is all about. We're excited, as we hope you are, about the irresistible possibilities that exist as we create amazing food together. As has been the case in our family for over 70 years, we are committed to baking only the highest-quality breads with Aloha Spirit and working with great partners that share our passion to deliver irresistible sandwiches, sliders, burgers, and more.

We look forward to working together to share the taste of aloha with people everywhere.

# Mahalo,

The Taira Family

