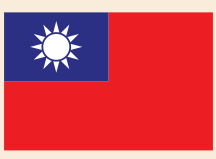
SOUTHEAST ASIAN ISLAND CUISINES

The Allure of Asian

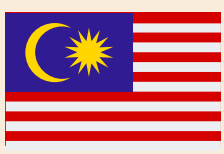
Almost half of consumers haven't tried these six Southeast Asian Island cuisines but would like to



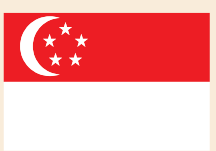
Taiwan

Mariana Islands

Indonesia



Malaysia



Singapore

Philippines

Appeal of Southeast Asian Island Herbs, Spices, Condiments and Sauces

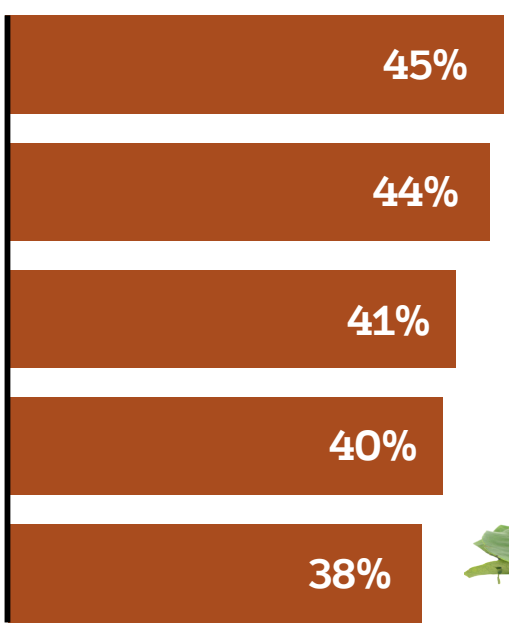
LONG PEPPER
Indonesian spice similar to black pepper

BALADO
Indonesian chile pepper garlic sauce

INDONESIAN BAY LEAF
Used in Malaysian cooking

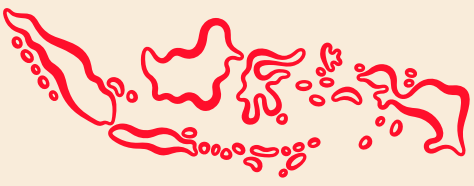
SAMBAL
Indonesian chile pepper dipping condiment

FINADENE
Spicy, salty & sour Chamorran sauce/condiment



Dishes to Watch

Nasi Goreng



INDONESIA

Adobo

PHILIPPINES

COVID-19 Opportunities

With COVID-19, it is more important than ever to innovate. Operators should consider looking to Southeast Asian Island cuisine for limited-time offers or new item pipeline inspiration.

Consumers are craving new flavors; operators and manufacturers should consider looking to Southeast Asian cuisines.

Southeast Asian Island Application Ideas:

- Nasi Campur Meal Kit/Appetizer
- Filipino Adobo Chicken Wings
- Sambal Aioli

SOURCE: TECHNOMIC 2020

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