

Israeli Cuisine



MINOR'S
TRUSTED BY CHEFS™



YOY increase of
"Israeli" menu
callouts in:

Sides: +2.7%

Entrees: +0.9%

Israeli fare is growing on U.S. menus as consumers increasingly seek out these flavors, ingredients and dishes for their taste, exotic appeal and better-for-you attributes.

Vegetarian Israeli Staples:



Falafel +4.4%

Olives +0.1%

Eggplant +1.4%

Hummus +0.8%

Pita +1.1%

Protein Israeli Staples:



Lamb +0.2%

Meat Stew

Kufta Kebab (pounded meat)

Turkey Schnitzel (thin breaded turkey)

Chicken Albondigas (meatballs)

Sauce/Condiment Israeli Staples:



+800%*

S'chug (hot sauce) +800%*

Za'atar (spice blend) +30.8%

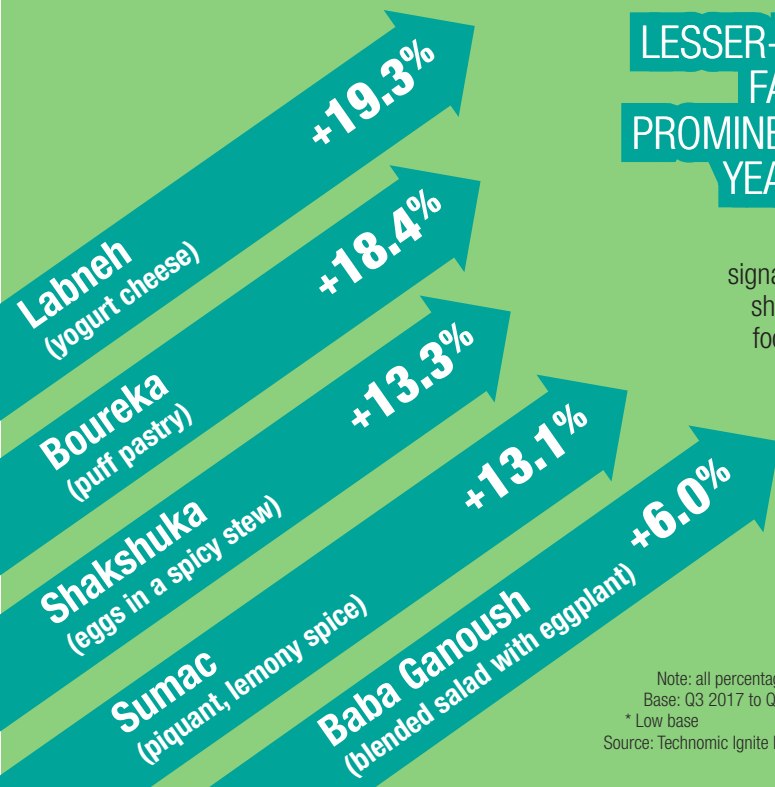
Amba (mango pickle condiment)

Silan (date syrup)

Tahini (creamy, nutty paste) +2.3%

LESSER-KNOWN ISRAELI FARE IS SHOWING PROMINENT YEAR-OVER-YEAR GROWTH ON MENUS

signaling ample opportunity to showcase these offerings in foodservice establishments.



Restaurants finding success by menuing Israeli ingredients

Technomic Restaurant Chain Ranking by Sales / 2017 YOY U.S. Sales Growth

THE SIMPLE GREEK

913 / 49.4%

TAZIKI'S
MEDITERRANEAN CAFE

62 / 29.8%

ZOËS KITCHEN
FRESH MADE MEDITERRANEAN

122 / 13.5%

Note: all percentages show year-over-year growth
Base: Q3 2017 to Q3 2018
* Low base
Source: Technomic Ignite Menu and Company Data

