



WE'RE
HERE LET'S GO.

INNOVATION TOUR SERIES

WHAT? **SANDWICHES**
WHERE? **NYC**

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In our constant search of new ideas, EFCO sends members of the R+D team into the field to get a first hand look at what's resonating with consumers. Hitting the streets is a great way to find sources of inspiration, new trends and other tidbits that prove to be invaluable to the ideation and innovation process.

Please enjoy this publication and consider joining us on a future innovation tour.





SANDWICHES —NYC—

CONTINUED RISE OF CHICKEN SANDWICHES

Chicken Sandwiches are on the rise in popularity as well as quality. A growing number of locations are offering chicken sandwiches that are freshly coated and fried at the time of order. The best examples create a great textural experience while cutting the richness with fresh toppings and bright accents.



<< *Koreano sandwich with Ssam Sauce*
FUKU



Chick'n Shack™ >>
SHAKE SHACK

HERE'S HOW EFCO INNOVATES

From batters to breaders, EFCO has dry mix expertise to package unique blends in convenient pack sizes. Pair the innovative coatings with on-trend sauces like Ancho Chili or Tikka Masala Sauce from EFCO to further enhance the sensory attributes.



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TO LEARN MORE ABOUT HOW EFCO CAN DEVELOP IDEAS FOR YOU WITH THIS OR OTHER TRENDS, EMAIL US AT RESEARCH@EFCOPRODUCTS.COM AND CONNECT DIRECTLY WITH OUR R+D LAB TEAM.

VEGETABLE-CENTRIC SANDWICHES

These sandwiches flip the script and highlight the umami of vegetables while using meat as condiments or not at all. This produces a satiating experience once again demonstrating the variety and versatility of vegetables.



<< **Shack Stack®**
SHAKE SHACK



Broccoli classic >>
NO. 7 SUBS



Roasted cauliflower sandwich >>
NUM PANG

HERE'S HOW EFCO INNOVATES

EFCO offers sauces and spreads with pickled and roasted flavors. These are perfect accompaniments for vegetable or protein-centric sandwiches. Try our Peach Chutney or Roasted Garlic Spread to ramp up the flavor.



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TRADITIONAL DELIS GOING STRONG

Still iconic to NYC are mountain high sandwiches that resemble the skyscrapers around them. Though not as prevalent as once before, delicatessens that focus on in-house preparations with a heavy dose of nostalgia have proven to withstand the test of time.



« *Corned beef sandwich*
KATZ'S DELI

The chop line »
KATZ'S DELI



HERE'S HOW EFCO INNOVATES

Part of innovation is knowing when to hold back. It's the balance of new flavors and proven traditions that has made EFCO successful since 1903. Whether it's an Avocado Spread or White Cheddar Cheese Sauce, EFCO manufactures a full library of flavors that resonate with consumers.



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NEW LOCATIONS IN PARKS, ALLEYS AND RAMEN SHOPS

Food trucks changed the visual landscape of sandwich shops, but brick and mortar locations are evolving as well. The winning formula provides a convenient and interesting location that matches the uniqueness of the menu offerings.



<< *Alidoro*
NOHO



Shake Shack >>
MADISON SQUARE PARK



Fuku >>
EAST VILLAGE

HERE'S HOW EFCO INNOVATES

The chefs and scientists at EFCO are not afraid to seek out the best flavors that NYC has to offer. Some of the best innovation can be found in locations and settings that are truly off the beaten path. Join us for a future innovation tour to discover the next hidden gem.



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SAUCES MAY BE THE BEST PART OF THE SANDWICH

From packets to dipping cups to squeeze bottles, sauces come in all forms. New sauce flavors are a great way to easily add excitement to a menu item.



« *Sriracha packets*
NUM PANG



A pick of flavor »
CHICK-FIL-A

Ssam Sauce in a bottle »
FUKU



HERE'S HOW EFCO INNOVATES

We've researched the top flavors and now we're ready to bring them to you. Try a sample of French Onion Spread, Tomato Cream Cheese or Pineapple BBQ Sauce and taste what EFCO is cooking today.



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WE'RE HERE LET'S GO.

GET INVOLVED

» **INNOVATION HAS MANY FORMS**

EFCO ignites inspiration that sparks innovation. Join the fun and get involved. Here are just a few ways for you and your team to be part of the action.

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JOIN ONE OF OUR INNOVATION TOURS

We hold several innovation tours each year. They're a lot of fun and provide a street-level perspective on what's resonating with patrons. Joining us for our next innovation tour is a piece of cake (pun intended) – simply reach out to our team for more information on topics and schedules.

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INVITE US FOR AN ON-SITE INNOVATION SESSION

Let us come to you. We can conduct a targeted innovation session focused on your specific needs and applications. It's a great way to experience everything EFCO is monitoring in the marketplace.

003//

ATTEND AN INNOVATION SUMMIT

Join us at EFCO headquarters. Located 90 miles north of NYC in the Hudson Valley Region, EFCO is in the center of a region rich in farm-to-table cuisine and home to the world famous Culinary Institute of America. Let us host you as we collaborate to create memorable dishes.



THERE ARE MANY WAYS TO ENGAGE WITH EFCO THAT WORKS BEST FOR YOU AND YOUR TEAM. SIMPLY EMAIL US AT RESEARCH@EFCOPRODUCTS.COM AND CONNECT WITH OUR R+D LAB TEAM TO LEARN MORE.



YOU'RE INVITED

– Pull up a seat at the next innovation tour –



Fan

Vijay

David

Walker

Brian

Brianna

THANK YOU. LET'S INNOVATE.

The R+D Lab at EFCO is supported by EFCO's manufacturing expertise and a talented team delivering on a promise of excellence every EFCO customer knows intimately. Challenge us; we're here to help.

David Cullinan
R&D Manager



Vijay Poreddy
Food Scientist



YOU-CENTRIC
APPROACH

Brian Duffy
Food Technologist,
Innovation



Brianna Benson
Sample Coordinator



HELLO, WE'RE
EFCO

WE'RE
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