

**You crave customers.  
They crave Latin.**



**KING &  
PRINCE<sup>®</sup>  
SEAFOOD**

**Mrs. Friday's<sup>®</sup>**

# Serve the exciting Latin flavors customers crave.

To attract new diners—and keep current customers coming back for more—spice up your menu with zesty Latin flavors. Count on King & Prince® Seafood for all the quality seafood and on-trend recipes you need to take full advantage of hot, hot, hot consumer demand.

## MENU TRENDS

- Technomic, MenuMine and other sources say seafood and Latin menu items continue to grow in popularity with consumers
- Foodservice magazines anticipate “fried & fabulous” and “Latin flavor” foods will be 2010 top trends
- Two-thirds of consumers say that discovering a new flavor at a restaurant can persuade them to return for the same dish, while 55% say they may try other dishes there



### FISH TACOS WITH LIME CREMA & MAYAN PICKLED RED ONIONS

Breaded fish fillets with lime crema and Mayan pickled red onions wrapped in a flour tortilla.

Mrs. Friday's® Tavern Battered® Cod Fillets (or Halibut and Pollock) Code #070052	\$ 0.45
Flour Tortilla, Salsa, Garden Greens	\$ 0.25
Total Food Cost	\$ 0.70
Suggested Menu Price	\$ 2.95
Gross Profit	\$ 2.25



### COCONUT SHRIMP WITH SMOKY JALAPEÑO AND SUNDRIED PINEAPPLE SALSA

Plump shrimp coated with sweet, flaky coconut, topped with a zesty salsa of smoky jalapeños and sundried pineapple.

King & Prince® Coconut Butterfly Shrimp Code #057436	\$ 1.21
Sundried Pineapple, Jalapeño Salsa, Garnish	\$ 1.29
Total Food Cost	\$ 2.50
Suggested Menu Price	\$ 5.95
Gross Profit	\$ 3.45



### SEAFOOD QUESADILLAS

A taste-tempting blend of seafood and cheeses, layered between soft tortillas and served with chunky salsa.

Mrs. Friday's® Seafood Sensations® Code #004530	\$ 0.90
Corn Tortillas, Cheese, Salsa	\$ 0.45
Total Food Cost	\$ 1.35
Suggested Menu Price	\$ 4.99
Gross Profit	\$ 3.64



### PABLO'S SHRIMP TACOS

Lightly breaded and fried shrimp served in crisp taco shells with shredded lettuce, tomato, onion, black olives and cheddar cheese with ancho chili sauce.

King & Prince® Sauce Ready Breaded Shrimp Code #057364	\$ 1.32
Tortilla Shells, Rice, Lettuce, Tomato, Onion, Olives, Cheese, Ancho Chili Sauce	\$ 0.68
Total Food Cost	\$ 2.00
Suggested Menu Price	\$ 6.95
Gross Profit	\$ 4.95



### SHRIMP BURRITO

Sautéed shrimp wrapped in a warm, soft tortilla with rice, black beans, pico de gallo, cheddar cheese and cilantro.

King & Prince® Creamy Shrimp Sauceations® Code #057003	\$ 1.68
Avocado, Lime Juice, Diced Veggie Garnish	\$ 0.45
Total Food Cost	\$ 2.13
Suggested Menu Price	\$ 5.99
Gross Profit	\$ 3.86



### TORTILLA CRUSTED SHRIMP STUFFERS

A true “South of the Border” taste sensation featuring shrimp with a delicious tortilla chip coating, jalapeño peppers and cheddar cheese, served on a bed of rice with chimichurri sauce.

Mrs. Friday's® Jalapeno & Cheese Stuffed Shrimp Code #057910	\$ 2.68
Spanish Rice, Green Chile Sauce, Cheese, Garnish	\$ 0.76
Total Food Cost	\$ 3.44
Suggested Menu Price	\$ 9.99
Gross Profit	\$ 6.55



## LOBSTER CEVICHE

A succulent blend of lobster and seafood with diced avocado and spicy pico de gallo, garnished with jicama sticks.

<b>Mrs. Friday's® Lobster Sensations®</b>	
<b>Code #004610</b>	<b>\$ 1.72</b>
Avocado, Lime Juice, Diced Veggie Garnish	\$ 1.04
Total Food Cost	\$ 2.76
Suggested Menu Price	\$ 6.95
<b>Gross Profit</b>	<b>\$ 4.19</b>

## DISCOVER A WORLD OF OPPORTUNITIES WITH KING & PRINCE SEAFOOD.

Item #	Description	Case Pack	Net. Wt.
057436	King & Prince® COCONUT BUTTERFLY SHRIMP, 16/20 ct.	4/2.5#	10
057456	King & Prince® COCONUT ROUND SHRIMP, 16/20 ct.	4/2.5#	10
057536	King & Prince® COCONUT BUTTERFLY SHRIMP, 21/25 ct.	4/2.5#	10
057910	Mrs. Friday's® JALAPEÑO & CHEESE STUFFED SHRIMP, approx. 1.14 oz.	4/3#	12
057003	King & Prince® CREAMY SHRIMP SAUCESATIONS®, approx. 20 ct.	4/2.5#	8
057364	King & Prince® SAUCE-READY BREADED SHRIMP, approx. 54 ct.	4/2.5#	10
070052	Mrs. Friday's® TAVERN BATTERED® COD FILLETS, 1–2 oz.	4/2.5#	10
070053	Mrs. Friday's® TAVERN BATTERED® COD FILLETS, 2–3 oz.	4/2.5#	10
071255	Mrs. Friday's® TAVERN BATTERED® COD FILLETS, 2–3 oz.	6/2.5#	15
070002	Mrs. Friday's® TAVERN BATTERED® HALIBUT FILLETS, 1–2 oz.	4/2.5#	10
070003	Mrs. Friday's® TAVERN BATTERED® HALIBUT FILLETS, 2–3 oz.	4/2.5#	10
004610	Mrs. Friday's® LOBSTER SENSATIONS®	6/2#	12
004530	Mrs. Friday's® SEAFOOD SENSATIONS®	6/2#	12

