

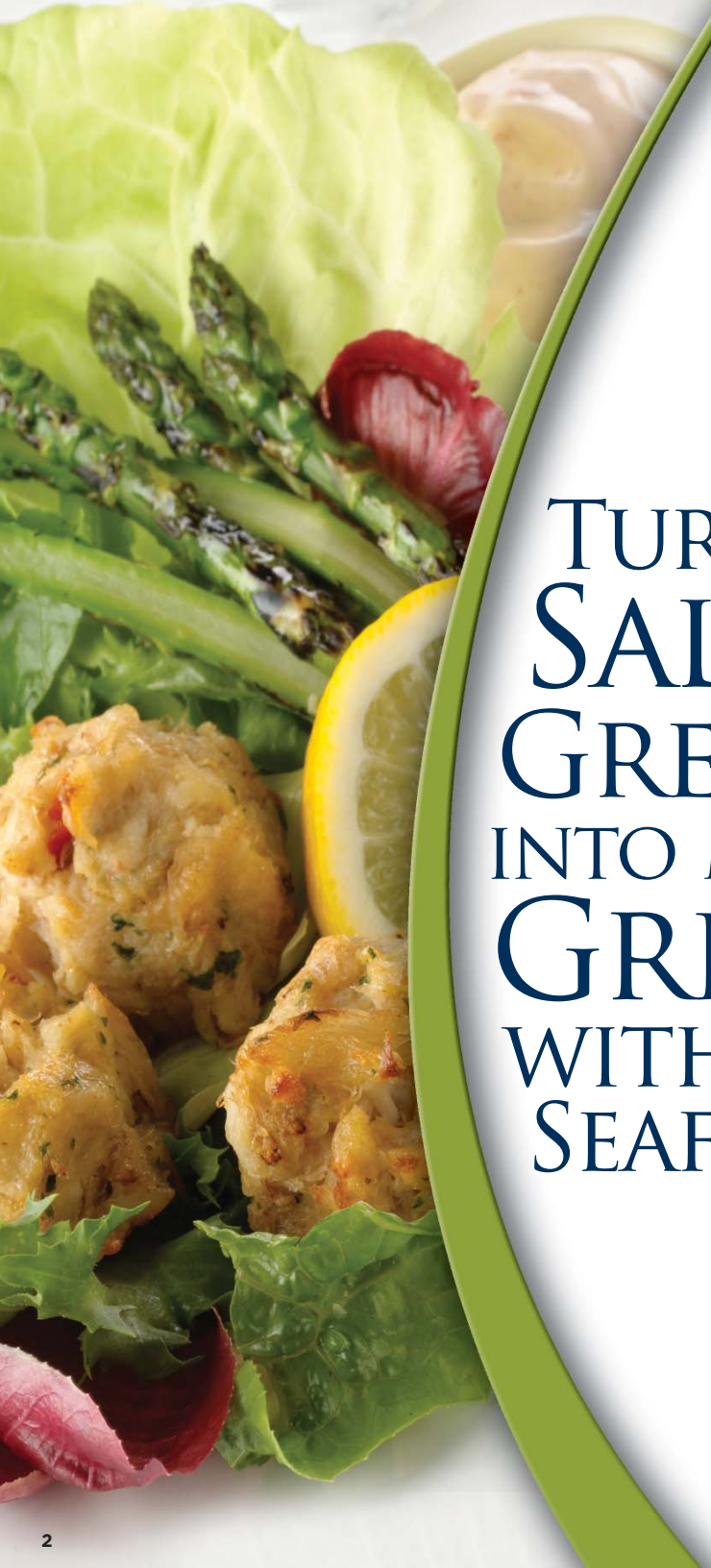


FRESH WAYS

TO PROFIT



WITH
SEAFOOD
SALADS



TURN SALAD GREENS INTO MORE GREEN WITH SEAFOOD

As consumers continue becoming more nutrition-conscious, the desire for healthy restaurant selections, including salads, is growing. In fact, study after study indicates Americans are eating more salads away from home than ever before. This boom in salad consumption sets the table for new menu and profit opportunities for you, especially when tossed together with the growing popularity of seafood.

Hooking Up With Seafood

According to the 2007 Technomic Seafood Study, 48% of consumers are eating more seafood away from home because of a desire to eat healthier. With consumers eating salads and seafood for the same reasons, they become a natural pairing.

As a versatile protein that easily accommodates a wide range of flavor profiles, seafood also lets you satisfy consumers who are seeking unique salads containing interesting ingredients you don't find at every restaurant.

Respond To The Trends

This collection of exciting menu ideas features our high quality, value-added seafood. Each one is flavorful, enticing and easy to create, ensuring your guests will return again and again.

Let King & Prince® Seafood help you meet the growing demand for healthy menu choices with delicious seafood salads that will boost check averages and generate more green for your operation.





Tex-Mex Shrimp Salad

Crisp salad greens topped with crispy shrimp, black beans, roasted corn, onions, tomato and tortilla chips. Served with a cilantro-ranch dressing.

King & Prince® Spicy Buffalo Tail Off Shrimp		
Code # 057560	\$	1.34
Additional Ingredients	\$	1.41
Total Food Cost	\$	2.75
Suggested Selling Price	\$	8.99
Food Cost Percentage		31%

Tex-Mex Shrimp Salad

Pub-Style Halibut Salad

A halibut fillet dipped in a crispy, golden tavern-style batter atop a bed of fresh garden greens, red onion rings and tomatoes. Finished with shredded cheddar cheese and a drizzle of creamy horseradish dressing.

Mrs. Friday's® Tavern Battered® Halibut Sandwich Fillet

Code # 070014	\$	2.27
Additional Ingredients	\$.96
Total Food Cost	\$	3.23
Suggested Selling Price	\$	9.99
Food Cost Percentage		32%

Seafood Cobb Salad

The classic Cobb with a seafood twist. Romaine and iceberg lettuce is topped with shrimp and crab seafood salad, crisp bacon, avocado, chopped egg, green onions and blue cheese crumbles.

Mrs. Friday's® Seafood Sensations®

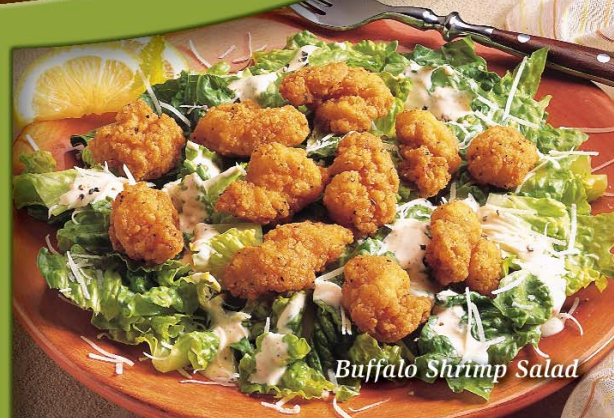
Code # 004530	\$	1.09
Additional Ingredients	\$	1.29
Total Food Cost	\$	2.38
Suggested Selling Price	\$	7.99
Food Cost Percentage		30%



Pub-Style Halibut Salad



Seafood Cobb Salad



Buffalo Shrimp Salad

Buffalo Shrimp Salad

Spicy and crispy Buffalo shrimp tops a bed of crisp Romaine lettuce and chopped celery. Served with traditional Bleu cheese dressing.

King & Prince Spicy Buffalo Tail Off Shrimp

Code # 057560	\$	1.34
Additional Ingredients	\$.81
Total Food Cost	\$	2.15
Suggested Selling Price	\$	6.99
Food Cost Percentage		31%

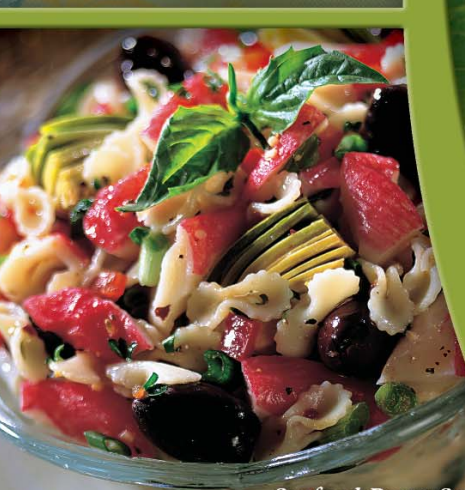
Actual prices may vary.



Asian Tempura Shrimp Salad



Shrimp Caesar Salad



Seafood Pasta Salad



Pacific Rim Coconut Shrimp Salad

Crunchy coconut shrimp on a bed of Asian greens, diced red pepper and green onions. Garnished with pineapple wedges and served with pineapple vinaigrette.

King & Prince Coconut Butterfly Shrimp		
Code # 057536	\$	2.27
Additional Ingredients	\$.86
Total Food Cost	\$	3.13
Suggested Selling Price	\$	9.99
Food Cost Percentage		31%

Asian Tempura Shrimp Salad

Crispy tempura shrimp on a bed of Asian greens and drizzled with citrus-soy vinaigrette.

Mrs. Friday's Tempura Shrimp		
Code # 097692	\$	2.48
Additional Ingredients	\$.61
Total Food Cost	\$	3.09
Suggested Selling Price	\$	9.99
Food Cost Percentage		31%

Shrimp Caesar Salad

Tossed Caesar salad crowned with a marinated shrimp skewer.

King & Prince Classic Skewered Shrimp		
Code # 057411	\$	1.95
Additional Ingredients	\$.66
Total Food Cost	\$	2.61
Suggested Selling Price	\$	7.99
Food Cost Percentage		33%

Seafood Pasta Salad

Chunks of premium seafood tossed in bow tie pasta with black olives and artichoke hearts.

Mrs. Friday's Seafood Chunks		
Code # 091532	\$.82
Additional Ingredients	\$	1.30
Total Food Cost	\$	2.12
Suggested Selling Price	\$	6.99
Food Cost Percentage		30%

Actual prices may vary.

Pacific Rim Coconut Shrimp Salad



Mini Crab Cake and Asparagus Salad

Lump meat crab cake paired with grilled asparagus on a bed of bibb lettuce and mixed baby greens. Served with a red pepper aioli.

King & Prince 3/4 oz. Gourmet Crab Cakes		
Code # 057991	\$	2.98
Additional Ingredients	\$	1.17
Total Food Cost	\$	4.15
Suggested Selling Price	\$	10.99
Food Cost Percentage		38%

Mini Crab Cake and Asparagus Salad

Smoked Salmon Caprese

Cold smoked salmon layered with slices of mozzarella on top of baby spinach and heirloom tomatoes. Drizzled with balsamic vinaigrette.

Mrs. Friday's Sockeye, Presliced, Trim Pk		
Code # 052838	\$	2.06
Additional Ingredients	\$	1.51
Total Food Cost	\$	3.57
Suggested Selling Price	\$	10.99
Food Cost Percentage		32%

Seafood Luncheon Salad

Mixed seafood salad on a bed of butter lettuce garnished with endive and cucumbers.

Mrs. Friday's Seafood Sensations		
Code # 004530	\$	1.09
Additional Ingredients	\$.76
Total Food Cost	\$	1.85
Suggested Selling Price	\$	5.99
Food Cost Percentage		31%

Mandarin Orange Shrimp Salad

Crispy shrimp tossed in a sweet mandarin orange sauce on a bed of mixed greens, water chestnuts, pea pods, mandarin orange slices, cucumber and carrots. Served with sweet and sour dressing.

King & Prince Sauce Ready Shrimp		
Code # 057364	\$	1.34
Additional Ingredients	\$.92
Total Food Cost	\$	2.26
Suggested Selling Price	\$	7.99
Food Cost Percentage		28%



Smoked Salmon Caprese



Seafood Luncheon Salad



Mandarin Orange Shrimp Salad

Actual prices may vary.



WANT MORE MENU IDEAS?

With the versatility and variety of King & Prince Seafood, this collection of delicious menu suggestions is only a start. To the right, you'll find more than a dozen other ways to create irresistible seafood salads that increase your sales.

Still hungry for more fresh ways to menu seafood? We can help! Our extensive culinary resources are at your fingertips when you visit www.kpseafood.com. With hundreds of menu applications and add-on ideas, our website helps you discover countless ways to profit from the great taste and exceptional quality of King & Prince Seafood.

Tropical Shrimp Cobb Salad

Two skewers of marinated shrimp piled on a salad of mixed greens, mango, red bell pepper and fried plantain chips. Drizzled with mango vinaigrette.

Seafood Louie

Seafood salad tossed with 1000 Island dressing served with diced tomato, black olives, avocado slices and chopped egg.

Green Papaya and Seafood Salad

Seafood salad, shredded green papaya, chilies, diced tomatoes, lime juice and chopped peanuts.

Thai Lobster Salad

Chunks of lobster salad with mango and Thai basil on a bed of butter lettuce, drizzled with basil infused olive oil.

Shrimp Boat

Tender baby shrimp salad with a light citrus dressing nestled in an avocado half on a bed of shredded lettuce

Oyster Zydeco Salad

Southern fried oysters on a bed of greens, drizzled with spicy remoulade sauce and topped with shredded onion rings.

Lobster Potato Salad on Shrimp Toast Points

Chunks of lobster mixed with thinly sliced Red Bliss potatoes, black olives, chopped chives and creamy salad dressing. Served atop shrimp toast points.

Lobster Avocado Lettuce Cups

Butter lettuce leaves filled with luscious lobster, chunks of avocado, sliced green onion and drizzled with lemon-tarragon vinaigrette.

Ceviche Salad

Served "martini" style! Succulent lobster salad mixed with avocado, tomatoes, Serrano chilies, red onions and cilantro. Served in a martini glass on top of shredded cabbage and garnished with a wedge of lime.

Smoked Salmon Salad

Tartar of smoked salmon on a bed of tomato and cucumber slices with red onion, crème fraiche and a touch of caviar.

Calamari Antipasto

Crispy calamari rings served with marinated artichokes, fire roasted zucchini and a red pepper aioli for dipping.

Smoked Alaskan Salmon and Watercress Salad

Fresh nectarines, watercress and pickled onions with orange-dill vinaigrette.

For sensational seafood salads, count on the quality and expertise of King & Prince. Our extensive selection of flavorful seafood products and on-trend culinary ideas offer an abundance of fresh and delicious ways to please your salad-loving guests.

Breaded and Battered Shrimp
Popcorn Shrimp
Coconut Shrimp
Buffalo-style Shrimp
Baked Shrimp
Shrimp Saucesations®
Skewered Shrimp
Beer Battered Fish
Tavern Battered® Fish
Stuffed Fish
Oven-ready Fish
Krabbycakes®
Shrimp, Crab and Parmesan Dip
Stuffed Crab
Gourmet Crab Cakes
Breaded & Dusted Oysters
Breaded & Dusted Scallops
Calamari Ringers®
Breaded Crawfish
Lobster Sensations®
Seafood Sensations®
Premium Surimi
Nova-style Cold Smoked Salmon



800-564-1557

www.kpseafood.com

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1 King & Prince Boulevard
Brunswick, Georgia 31521
FS0049

