



# SAY HELLO! to the new DINNER LIFE HACK

DINNER'S IN THE BAG WITH OUR  
TAKE-HOME STREET FOOD

**STREET**  
*at home*  
WORLD-TO-GO



# IT'S TIME TO BOX CLEVER

*Everyone's always telling you to think outside the box right? Well here's something fresh...  
We'd like you to start thinking inside the box please.  
Especially what's inside our clever little boxes!  
It's a whole world of flavour.  
It's 'Streat at-home World-To-Go'.*

In this world consumers are out of the house for hours every day. Getting dinner on the table can be a bit of a headache. Especially on something that's **exciting** and **nutritious**. While they might be time-poor, their world is rich with choice, technology and convenience. It's a world you want to be part of.

**Smart people take shortcuts.**  
It's not cheating – it's necessity.

**So it's time to box clever.**



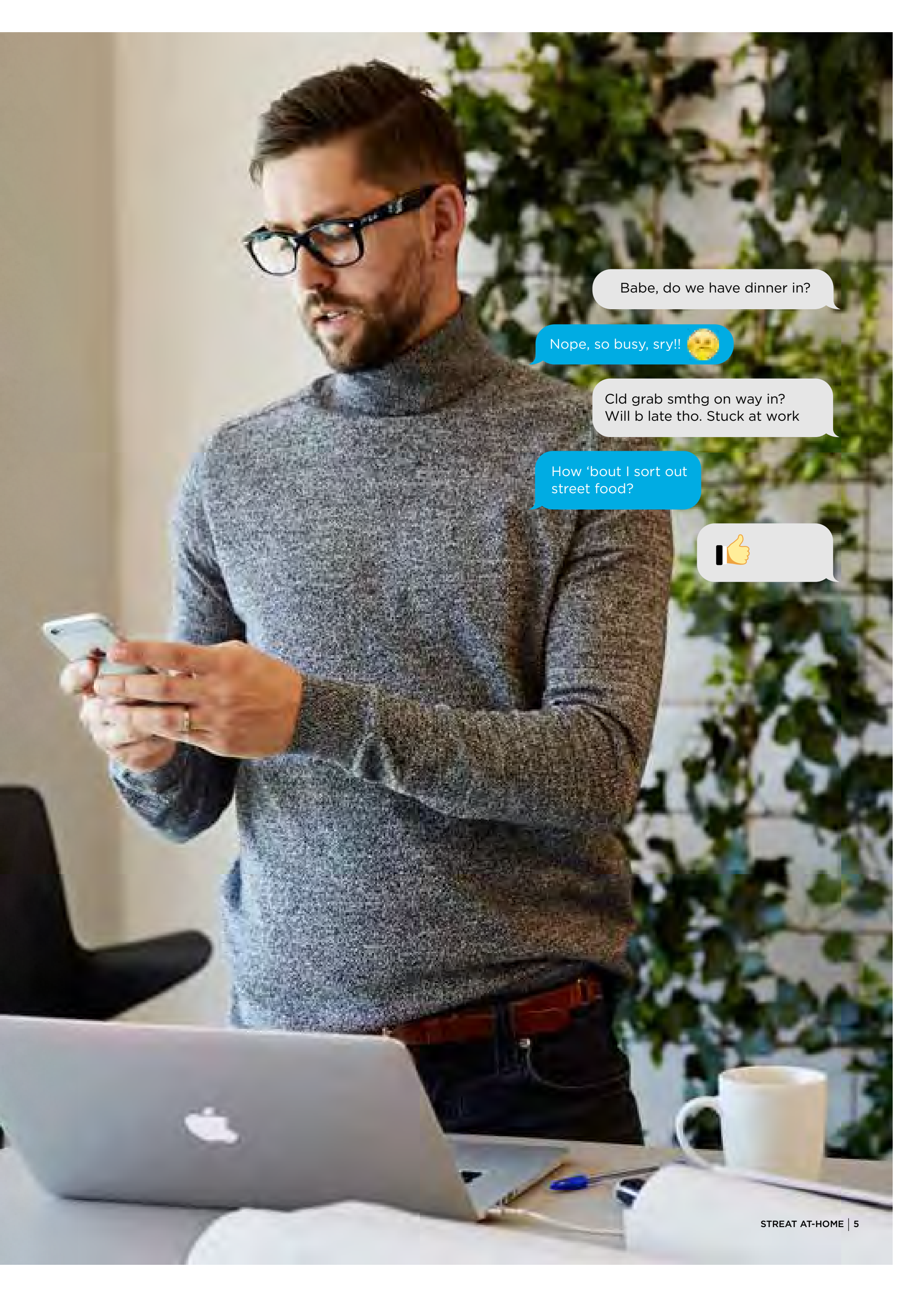




# SHORT- CUTS ARE A SMART DECISION

*Research shows consumers are looking for shortcuts that **make life that little bit easier**, and altogether more delicious. But today's ready meals are still not hitting the mark for everyone as this kind of shortcut meal makes them feel "guilty".*

*Peeling back the plastic to find something a bit "plasticky" underneath. They wonder about additives and nutrition. They feel bad about zapping something in the microwave. **Something that should make life easier, make them feel good, is doing the complete opposite.***



Babe, do we have dinner in?

Nope, so busy, sry!! 🙄

Cld grab smthg on way in?  
Will b late tho. Stuck at work

How 'bout I sort out  
street food?

👍

# WE BELIEVE FOOD SHOULD MAKE YOU **HAPPY** - NOT GUILTY!

*Just about **everyone** aspires to cook every meal from **scratch**, but often life has other plans.*

*So whether they're tired of eating the same old things, tired of having to satisfy picky eaters, or just plain tired... consumers are telling us **they're "hard-pressed" to get dinner on the table**. We're talking single people, couples and families.*

*It's not easy coming up with healthy and exciting food that's going to keep everyone happy. But we did:*

**STREAT**  
*at home*  
WORLD-TO-GO





**FRESH, FUN  
& BURSTING  
WITH FLAVOUR**



# WORD ON THE STREET

***Consumers are craving street food flavours!***

The more they try, the more they buy. And the spicier they like it!

Especially Millennials who want to enjoy the same flavours at home that they enjoy when they're out, with 91% saying they're now up for cooking at home.\*

***Half of consumers are already eating street food every week,*** with 20% eating it every other day.\*\*

Mexican, Thai, Indian and American dishes are some of the most popular bites.\*\*

And now ***43% of consumers tell us they're ready to buy street food inspired take-home dishes.***#

***So what are you waiting for?***

**¡AQUÍ ESTÁ!**  
World-To-Go!

\* Elior report 'The Millennial Eater', 2014

\*\* Boxclever research into consumer attitudes towards street food on behalf of Santa Maria Foodservice 2016

# Scandinfo qualitative research into consumer attitudes towards a Street Food inspired take home meal concept on behalf of Santa Maria Foodservice 2015



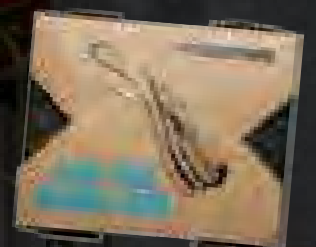
# VEGGIE SRIRACHA FRITTATAS

WITH  
BEETROOT &  
FETA SALAD

RECIPE ONLINE: [recipe.sm/SF21](https://recipe.sm/SF21)



FRITTATA VEGETABLES



BEETROOT SALAD



2 EGGS



SRIRACHA SAUCE

Our thick Italian-style veggie omelette is full of goodness and food for great thoughts. Make sure your guests match it with our latest go-to hot sauce, the trendy Asian Sriracha. You prepare the chopped veggies and let your guests cook it at home with sauce and eggs. The colourful Beetroot & Feta salad is a must so make it and box it. Ready, steady, cook and enjoy!

# GASTRONOMY TO-GO

*The world's a busy place. It's a world now geared towards convenience. A Streat at-home. Make it your world and see the benefits **with the potential to grow outlet sales by 13.5%.\****

*Streat at-home is dinner that your customers can take home from work, if they fancy it, when they fancy it. No strings attached. You get to **treat your customers to genuine, takeaway street food, prepared fresh that day, in just five simple steps:***

1

Set out your stall. Every morning tell your customers what's for dinner with three or four dishes-of-the-day. Advertise in and outside your restaurant using our branded merchandising.

2

Make it easy to order. Using email or at the cash register when they buy lunch.

3

Make it tempting. With prices under €6.50 / £5.00 per portion, Streat at-home is in many cases cheaper (and better for you) than fast food!

4

Get cooking. Choose from 10 inspiring flavours with all the recipes and packaging to deliver dinner with a bang! Meal kits are either partly or fully prepared by your chefs so your customers can heat and add the finishing touches at home.

5

Chill out. Package all the individual ingredients in branded, recyclable containers. Then keep your boxes fresh and chilled, ready for collection.





## OUR STREAT AT-HOME KITS CAN HELP YOU CREATE:

- Braised beef brisket or pulled pork with Piri Piri corn salsa and red onion pickle
- Berliner currywurst
- Jamaican jerk chicken on rice with caramelised pineapple and fresh yoghurt
- Kimchi and smoky BBQ chicken quesadilla
- Pad thai
- Pork carnitas with guacamole and sour cream
- Veggie sriracha frittatas with beetroot and feta salad
- Habanero cheeseburger

*Consumers told us they've got a hankering for pulled pork, beef brisket, jerk chicken, pork carnitas and gourmet burgers.*

*And Lonely Planet says currywurst is now one of the world's favourite street food dishes, with kimchi and pickles the side dish of champions.\**

*We've got it covered, offering street food **without the stress**. And with so many **fresh and nutritious ingredients**, it's street food without the guilt too.*

\* Scandinfo qualitative research into consumer attitudes towards various street food dishes 2015. Lonely Planet Guide to the world's top 100 street food dishes

**These dishes take time.** They need the kind of love and attention that consumers just can't give them. That's where your professional chefs come in – putting in the time so your customers can simply add the finishing touches at home.

Take our recipe for beef brisket... it needs a good rub down with our seasonings, to be lovingly wrapped and then cooked for a good five or six hours while your chefs get on with service. It's time most of your customers haven't got. So all they need to do when they get in is toast the buns and assemble. Easy.

# BERLINER

RECIPE ONLINE: [recipe.sm/SF22](https://recipe.sm/SF22)

It's a common saying that if you haven't had a currywurst in Berlin at 4 o'clock in the morning you haven't lived. That's just partly true. We think that great currywurst could well be at home, especially if prepared by a real chef and topped off at home with our curry sauce. Did you know that currywurst is the **no 1 street food dish according to TripAdvisor?**

# BRAISED BEEF BRISKET

RECIPE ONLINE: [recipe.sm/SF23](https://recipe.sm/SF23)

## PIRI PIRI CORN SALSA & RED ONION PICKLE

Slow cooking with cheaper cuts is the new black but how many consumers have the time to spare for this technique? If you take care of the first part your guests will be more than happy to add the finishing touch at home. Just send some soft brioche buns, and veggies, together with a delicious corn salsa. A guaranteed success!



BRISKET



BRIOCHE BUNS



PIRI PIRI CORN SALSA



RED ONION PICKLE & SALAD



PULLED PORK



BRIOCHE BUNS



CRUNCHY SLAW



PICKLED ONION



BBQ SAUCE

# PULLED PORK

RECIPE ONLINE: [recipe.sm/SF24](https://recipe.sm/SF24)

## RED ONION PICKLE & CRUNCHY SLAW ROLL

Who can say no to succulent pulled pork? Our rub, specially made for pulled pork makes it easy and authentic. Put some crunchy slaw, pickled onion and extra bbq sauce in the bag with some soft brioche buns and you have a stress-free dinner.





THE CARIBBEAN  
TREND HAS ARRIVED:

# JAMAICAN JERK CHICKEN



PAPAYA RICE



JERK CHICKEN



YOGHURT SAUCE



LIME & CORIANDER

Caribbean food has been “the cuisine to watch” for a few years now, with plenty of consumers feeling it’s still missing from too many menus.

As food providers race to catch up you can be ahead of the game. Offer your guests spicy Jamaican jerk chicken with fruity rice, caramelised pineapple and yoghurt.

**Spice it up with our jerk seasoning mix**, which will give your chicken a wallop of heat before it hits the griddle. Our **rich and fruity Telicherry black pepper** will then take your yoghurt dipping sauce to a new level. Dinner just got a whole lot more interesting. And with consumers looking for more adventure from their take home meals, it’s time to give your local pizzeria a run for its money!

RECIPE ONLINE: [recipe.sm/SF25](https://recipe.sm/SF25)



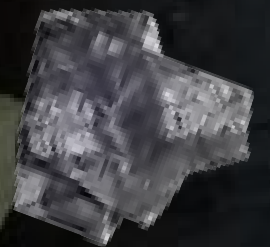
# KIMCHI & SMOKY BBQ CHICKEN QUESADILLA

RECIPE ONLINE: [recipe.sm/SF26](https://recipe.sm/SF26)

**KoMex**, the perfect marriage between Korean flavours and Mexican simplicity. We've made Kimchi simple with our new fast-acting spice mix. Just mix it with chopped cabbage and let it rest in the fridge for a while. Then box the ingredients and the home-chef can fill and gently fry the quesadillas. Don't forget to send some stinging hot Sriracha sauce and a crisp, fresh salad.



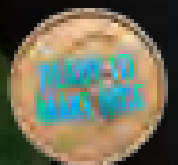
BBQ CHICKEN & KIMCHI



TORTILLAS



SALAD



GRATED CHEESE



SRIRACHA SAUCE



# PAD THAI

RECIPE ONLINE: [recipe.sm/SF27](https://recipe.sm/SF27)

## SPRING ONION & LIMES WITH CRUSHED PEANUTS

The crown of the Thai kitchen. Chop it, cook it and let the home chef reheat it and finish it off with spring onion, limes and chopped peanuts. Hard to get the authentic Thai taste? Not with our brand new Pad Thai sauce.



PAD THAI

SPRING ONION & LIMES

CRUSHED PEANUTS

PAD THAI SAUCE

# HABANERO CHEESEBURGER

RECIPE ONLINE: [recipe.sm/SF28](https://recipe.sm/SF28)

## & TELlicherry MAYO

Burgers are always one of the top street food dishes. It's not that hard to understand why. Another hot issue right now are spicy flavours. So we give you the Habanero cheeseburger.

Just prepare the beef patties and all the toppings and let the home chef be the hero; frying it up and assembling this magnificent burger.



BURGERS

BRIOCHE BUNS

VEGGIES

HABANERO  
CHEESE SAUCE

TELlicherry  
MAYO

# TASTES OF THE STREET THAT YOU WANT TO TAKE HOME.

We've assembled your favourite tastes from a world of flavour.

Smoky flavours from the United States and Mexico are joined by street food heroes from Germany and Southeast Asia. Every flavour in the assortment is one consumers have told us\* they would love to eat at home if only they had the time.

\* Scandinfo consumer research on behalf of Santa Maria Foodservice 2015



**PAD THAI SAUCE** 1000G X 6  
Art.no 200187



**CURRY SAUCE** 1000G X 6  
Art.no 200185

**PICKLING SPICE MIX** 400G X 6  
Art.no 100269



**KIMCHI SPICE MIX** 315G X 6  
Art.no 100270



**SRIRACHA SAUCE** 980G X 6  
Art.no 200184



**HABANERO CHEESE SAUCE** 970G X 6  
Art.no 200186

**BEEF BRISKET RUB** 600G X 6  
Art.no 100272



**JAMAICAN JERK  
SEASONING**  
570G X 6  
Art.no 100274



**PORK CARNITAS SEASONING** 580G X 6  
Art.no 100273



**PULLED PORK RUB** 550G X 6  
Art.no 100271







**RECIPE CARD**  
INSERT YOUR LOCAL  
PRODUCT INFO



**LARGE PRINTED TUB & LID**  
INSERT YOUR LOCAL  
PRODUCT INFO



**SMALL PRINTED TUB & LID**  
INSERT YOUR LOCAL  
PRODUCT INFO

**PRINTED 4-FLAP CARTON**  
INSERT YOUR LOCAL  
PRODUCT INFO

**STREET FOOD  
WRAP PAPER**  
INSERT YOUR LOCAL  
PRODUCT INFO



**PRINTED PAPER CARRY-HOME BAG**  
INSERT YOUR LOCAL  
PRODUCT INFO



# THE WHOLE PACKAGE

Over 60% of consumers say great merchandising sways their buying decisions.\* So you'll be glad to hear we've got great packaging in the bag with our advertising and merchandising kits.

Customers will open the box to find everything they need to complete their meal, including individually packed ingredients and a recipe card to take them through the final steps, with suggestions on how to add their own individual twist.

Get your packaging from:

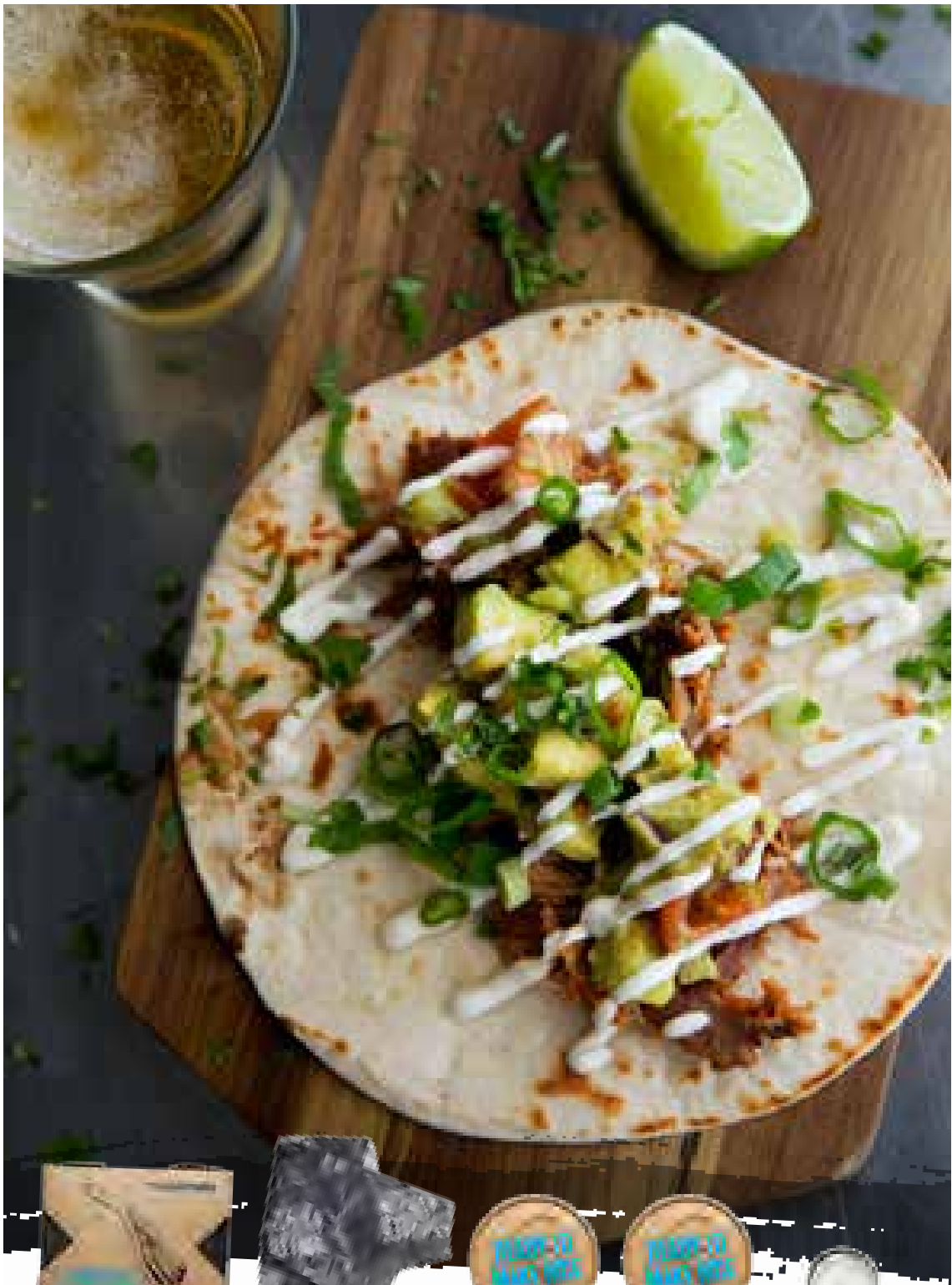
**outofhome.se**

# PORK CARNITAS

RECIPE ONLINE: [recipe.com/SF29](https://www.recipe.com/SF29)

Yeah, finally the hip new cousin of pulled pork has arrived, and so has our genius carnitas spice mix. Genuine authentic Mexican is on the rise, and it's simple for consumers to finish off at home if your chefs do the prepping.

Just cook the carnitas overnight and prepare some freshly made guacamole, sour cream, and extra coriander.



CARNITAS



TORTILLAS



GUACAMOLE



CORIANDER



SOURD CREAM





STREET FOOD  
FAVOURITES  
GROW SALES!

# GETTING TO 13.5% GROWTH

**EXAMPLE:** AN OUTLET THAT SERVES 300  
MEALS A DAY OR 1500 MEALS A WEEK

16% of consumers will buy once a week = **48 orders/week**

36% of consumers will buy once a fortnight = **54 orders/week**

Each order is for 2 portions = **204 extra portions/week**

204 extra portions is **13.5%**

At **€6.50 per portion that's makes an extra €1.326 sales**

## WANNA KNOW HOW YOU MAXIMISE SALES?

- List 10 selected street food flavours and use the attractive take-home packaging.
- Advertise your take-home service at every consumer touch-point.
- Ask your account manager about how we can help you.





THERE'S A WHOLE WORLD OF FLAVOUR OUT THERE

CONTACT US FOR  
MORE **INSPIRATION**



PICKLE  
IT UP!



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[WWW.SANTAMARIAFOODSERVICE.COM](http://WWW.SANTAMARIAFOODSERVICE.COM)

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