

TRAVEL & LEISURE CHANNEL

INSIGHTS + OPPORTUNITIES



BE TRUE TO THE FOOD®

As one of the most diverse foodservice channels, Travel & Leisure offers significant opportunity for growth across all segments as customers consider food and beverage to be a key part of their overall T&L experience. Craveability is a key driver, especially in the Lodging segment, while following restaurant trends and going local can help to boost Stadium sales. In the expansive Entertainment Venue segment (amusement parks, movie theaters, etc.), increasing the variety and quality of menu offerings can help operators make customers happy by exceeding their expectations.

CHANNEL OPPORTUNITY

\$37 BILLION

WAS SPENT ON FOOD & BEVERAGE AT HOTELS LAST YEAR.¹

THERE ARE 55,899

HOTEL INDUSTRY PROPERTIES IN THE UNITED STATES.¹

AVERAGE VISITOR SPEND IS \$20 PER PERSON ON FOOD & BEVERAGES AT AMUSEMENT PARKS.²

125,863,126

PROFESSIONAL SPORTS FANS ATTENDED GAMES IN 2018.³

¹ "Economic Impact of the US Hotel Industry," Oxford Economics, August 2019.

² "The Theme Park Barometer," Omnicore, 2016.

³ ESPN.com 2018 Attendance Figures for Major American Professional Sports Leagues (MLB, NFL, NBA, NHL).



WHERE INSIGHTS BECOME INSPIRATION™

THE TRAVEL & LEISURE CHANNEL TODAY

As an T&L operator, you're drawing in hungry customers by adopting trends that offer exciting new food and beverage options at hotels, stadiums and other entertainment venues. Expanded offerings for kids and families, indulgent snacks that are highly visual and familiar dishes upgraded with exciting new flavors and ingredients are just a few of the ways that contemporary operators are increasing their bottom lines.

TRAVEL & LEISURE BY THE NUMBERS

ENTERTAINMENT VENUES

94% OF CONSUMERS ORDERED A FOOD OR BEVERAGE ITEM AT A RECREATION VENUE.



31% OF CONSUMERS ARE ORDERING FOOD AND BEVERAGE ITEMS MORE OFTEN IN THE PAST YEAR AT RECREATION VENUES.

72% OF CONSUMERS FIND HIGH QUALITY/UPSCALE OPTIONS EXTREMELY OR VERY APPEALING AT RECREATION VENUES.



MORE THAN 78% OF CONSUMERS ORDERED FOOD DURING THEIR LAST VISIT TO A ZOO, BOWLING ALLEY, MOVIE THEATER OR THEME PARK.

LODGING

86% OF CONSUMERS VISITED ANY TYPE OF LODGING OVER A SIX-MONTH PERIOD.



55% OF VISITORS PERCEIVED THE QUALITY OF FOOD ACROSS ALL LODGING TYPES TO BE EXCELLENT OR VERY GOOD.

STADIUMS

81% OF CONSUMERS VISITED ANY TYPE OF LODGING OVER A SIX-MONTH PERIOD.



52% OF FANS ARE LIKELY OR VERY LIKELY TO TRY NEW FOODS AT A STADIUM.

81% OF CONSUMERS ORDERED A FOOD OR BEVERAGE ITEM FROM A LODGING VENUE.

1 IN 5



CONSUMERS WANT HIGHER QUALITY STADIUM FOOD OPTIONS.

LODGING

Encompassing everything from high-end resorts to budget motels, the Lodging segment is seeing changes driven by outside competition and the emphasis on food as a deciding factor in lodging choice. Operators are moving toward more diverse options, including freshly prepared foods, better-for-you choices and customizable meals and snacks. While offerings should cater to millennials and men, the highest growth drivers across lodging types, your food and beverage program should appeal to everyone. Lower participation from other age groups and women may stem from lack of targeted choices, so a thoughtful program can translate to valuable opportunities for your property.



TOP QUALITY FOOD FOR MID-LEVEL HOTELS

58% of consumers think the food at mid-level hotels has improved over the past two years.¹



BREAKFAST IS THE MOST IMPORTANT MEAL OF THE DAY

81% of guests always or frequently take advantage of free breakfast at their lodging.¹



LUXURY ROOM SERVICE IS OUT OF SERVICE

10% Only 10% of luxury hotel operators plan to increase investments in room service.²

THE NEXT STEP

HIGH-END HOTELS/RESORTS

68% of guests at high-end hotels and resorts say they love to order food and beverages that they never eat anywhere else, so craft a menu that reflects the local flavors that make your location special. If you'd rather go global, **Passport Global Flavors™ by Custom Culinary® Latin** and **Korean Flavors** offer a quick and easy shortcut to trendy international flavors that might surprise your diners.

MID-RANGE & SUITES HOTELS

Visitors cite “kid-friendly menus” and “kid-friendly areas” as one of the biggest components lacking in both Mid-Range and Suites hotels. Don't think of your kids' menu as an afterthought. Instead, go beyond the chicken fingers and pizza to offer more modern options like fusion quesadillas crafted with **Master's Touch® Flavor Concentrates**.

BUDGET HOTELS & MOTELS

Budget hotels and motels score lowest in the channel when it comes to overall perceptions about food, so there's an incredible opportunity for growth. Capitalize on current trends by partnering with local vendors or add fresh, healthy grab-and-go food to the menu to impress guests. Use **Gold Label True Foundations™ Liquid Stock Concentrates** as part of your marinade for proteins for better-for-you wraps that appeal to hungry business travelers on the go.



FEATURED MENU APPLICATIONS:

GRILLED AL PASTOR PORK KABOBS

GRILLED AL PASTOR PORK KABOBS

Skewers of cubed pork tenderloin, white onion, bell pepper and pineapple, grilled and brushed with **Passport Global Flavors™ by Custom Culinary® Al Pastor Sauce**, served with cilantro-lime rice and pickled red onion.

KOREAN FRIED CHICKEN TENDERS

Juicy chicken tenders dredged in corn starch and double-fried for extra crispiness, garnished with toasted sesame seeds and sliced scallion. Served with **Passport Global Flavors™ by Custom Culinary® Korean-Style Barbecue Sauce** for dipping.

MEDITERRANEAN STYLE SUN-DRIED TOMATO PESTO FLAVORED PANINI

A pressed flatbread sandwich featuring the flavors of Italy, including prosciutto, fresh mozzarella, vine ripe tomatoes and a relish made with **Gold Label Sun-Dried Tomato Pesto Sauce**, balsamic vinegar and basil.



LODGING SPOTLIGHT

The Four Seasons Lanai may be on the smallest Hawaiian island, but they offer big name value in their on-site Nobu restaurant from celebrity chef Nobu Matsuhisa. Offering a full menu of sushi and other Japanese fusion favorites, the restaurant shines by highlighting local ingredients like grilled venison kushiyaki and pan seared opah with truffle yuzu soy. Nobu provides guests a locally-tinged luxury dining experience to match the luxury resort.

¹ Datassential, Lodging/Recreation Keynote, November 2017.

² Avendra, Lodging Food & Beverage Outlook, April 2018.

STADIUMS

Everyone may be familiar with peanuts and caramel corn when they go to a ballgame, but the stadiums and arenas you represent are bringing the action to the stands and concourses by keeping up with the latest trends. Those trends include teaming up with local restaurants and food trucks to offer fan favorites and creating craveable, Instagram-worthy foods while also meeting the demand for freshly prepared, better-for-you foods that make on-site dining just as exciting as a game-winning goal.



LOOKS MATTER

30% of consumers at stadiums spent more than they planned to because the food looked better than they expected it to be.¹



CATCH THEIR ATTENTION

64% of fans ordered something on impulse during their most recent stadium visit.¹



MORE THAN MEAT

39% of stadium visitors were satisfied with the vegan, vegetarian, organic and gluten-free options available.¹

THE NEXT STEP

DOG DAYS

“Dog it” for the ‘Gram with a full roster of monster hot dog creations. Instead of ketchup, mustard and other traditional toppings, turn to **Gold Label Ready-To-Use Craft Toppings™** for creative options like **Jalapeño Relish** and **Bacon Onion Marmalade** to wow fans with over-the-top hot dogs that will get people talking in the stands and on social media.

STREET FOOD ‘CHOS

Nachos are a classic stadium food, but prepackaged chips and gloppy cheese alone won’t turn heads. Appeal to millennial men with an ultra-craveable lineup of street food-inspired nachos by using **Master’s Touch® Instant Cheddar Cheese Sauce Mix** in combination with a tantalizing new flavor like **Passport Global Flavors™ by Custom Culinary® Korean-Style Barbecue Sauce** for attention-grabbing Korean BBQ Nachos.

SALAD-TO-GO

Salads aren’t the easiest thing to eat in a stadium seat, so put that garden-fresh food into a fresh new format by turning salads into wraps. Use **Passport Global Flavors™ by Custom Culinary® Orange Habanero** and **Tomatillo Serrano Sauces** as the speed-scratch way to create delectably spicy salad dressings and artisan spreads that turn simple handhelds into premium meals and put a health halo around stadium food.



STADIUM SPOTLIGHT

The Arizona Diamondbacks are the top dog in Major League Baseball when it comes to crazy hot dogs. On the menu this year are a variety of massive 18-inch dogs like the All-Day Breakfast Dog topped with hash browns, cheddar cheese, fried eggs and bacon then smothered in country gravy as well as the Reuben Some Dirt on It Dog covered in mac and cheese filled with chopped corned beef, sauerkraut and fried pickles.

FEATURED MENU APPLICATIONS:

THE NEW YORK “WETS”

THE NEW YORK “WETS”

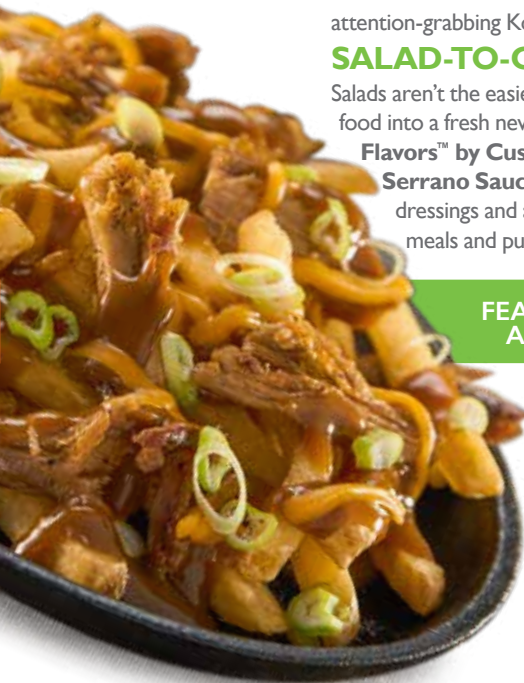
This BBQ-spin on a classic poutine combines pulled pork, French fries and cheddar cheese with a rich and creamy brown gravy made from **PanRoast® Brown Gravy Mix** for a deliciously messy treat.

A HOT MESS

A grilled, all-beef hot dog joins forces with French fries, coleslaw and **Gold Label Ready-To-Use Craft Toppings™ Jalapeño Relish** for a cheesy multicultural burrito of epic proportions.

SMOKEHOUSE BACON JAM BURGER

Featuring **Gold Label Ready-To-Use Craft Toppings™ Bacon Onion Marmalade**, Smokehouse Bacon Jam Burger is made of beef burger patty, smoked beef brisket, lettuce, tomatoes, pepper jack cheese and fried onions on a toasted onion poppy seed bun.



ENTERTAINMENT VENUES

Today's entertainment venues run the gamut from amusement parks to movie theaters to bowling alleys and everywhere else people go to have a good time. Concessions have traditionally fallen into the category of convenience and prepackaged snacks, but savvy venue operators are finding ways to appeal to the new attitudes of customers looking for an elevated dining experience along with their entertainment. Healthy choices, enticing worldly flavors and upscale options are just a few ways that venues are drawing in customers willing to part with more of their entertainment budget than ever before.



TOP SHELF CHOICES

72% of consumers across all recreation subsegments consider high quality and upscale options to be extremely or very appealing.¹



FIND THE RIGHT PRICE POINT

50% of visitors say they never buy food from movie theaters because it's too expensive.¹



STRIKE SOMETHING NEW

59% of consumers say they rarely or never see new food or beverage options at bowling alleys.¹

THE NEXT STEP

AMUSEMENT/THEME PARKS

Quality perception is a major issue with amusement park food, so adding more "restaurant quality" offerings could make a big difference in overall sales. Use **Gold Label Ready-To-Use Craft Toppings™** to incorporate high-end flavors that elevate handhelds and wraps. Impress your guests with a spin on a traditional calzone that features **Bacon Onion Marmalade** spooned onto gooey pepper jack and provolone cheeses with crispy bacon lardons and fresh seasonal vegetables.

MOVIE THEATERS

Upscale food has become a regular part of the moviegoing experience with in-seat dining, on-site cocktail bars and specialty snacks supplementing the traditional popcorn, candy and soda. Create excitement around appetizers and entrees with on-trend dipping sauces crafted with **Master's Touch® Flavor Concentrates**. Roasted garlic aioli serves as the perfect house-made complement to a top-selling appetizer like fried zucchini sticks or coins.

EATERTAINMENT

This new wave of entertainment facilities transforms traditional activities like bowling and golf into a more engaging social experience. That adventurous spirit can translate to your menu, too. Instead of serving French fries by themselves, try experimenting with a hearty poutine by topping fries with **PanRoast® Brown Gravy Mix** and cheese for a savory favorite that's sure to please.



ENTERTAINMENT VENUE SPOTLIGHT

Universal Studios teamed up with Warner Bros. to develop the extremely popular *Wizarding World of Harry Potter* and a big part of that collaboration includes multiple food and beverage outlets serving dishes right out of the beloved children's books. Aspiring wizards can down Butterbeer while enjoying chocolate frogs and Fizzing Whizbees then sit down at the Three Broomsticks restaurant to enjoy classic English fare like shepherd's pie and sticky toffee pudding.



FEATURED MENU APPLICATIONS:

BIBIMBAP BUFFALO WINGS

BIBIMBAP BUFFALO WINGS

Crispy buffalo wings tossed in **Passport Global Flavors™ by Custom Culinary® Bibimbap Sauce** blended with rice wine vinegar and butter. Served with green onion ranch, pickled radish and a toasted sesame seed garnish.

CRISPY BAJA SHRIMP TACOS

Crispy coconut shrimp topped with pickled red onion, avocado and a citrus slaw made with **Passport Global Flavors™ by Custom Culinary® Latin-Style Citrus Chili Sauce**, served on warm flour tortillas.

AL PASTOR PAMBAZO

A grilled telera roll stuffed with pineapple and adobo-braised pork shoulder, pickled onion, sliced avocado and queso fresco, smothered in toasted chili-spiked **Passport Global Flavors™ by Custom Culinary® Al Pastor Sauce** and seared until crispy.

MARKETING SUPPORT

Be sure to explore these helpful tools for additional culinary ideas and practical applications of Custom Culinary® products in your operation. Visit CUSTOMCULINARY.COM to download your Travel & Leisure guide.

Passport Global Flavors™
by Custom Culinary®
Noodle Bar Guide

Passport Global Flavors™
by Custom Culinary®
Latin and Korean Operator Tool

Gravies Easy Add-In
Menuing Guide

Customized action station/DIY
bar planograms available on request

TASTING THE TRENDS

Custom Culinary® offers a robust portfolio of flavorful products that help you meet the needs of guests, fans and visitors. Our products can be used across dayparts and menu segments for ultimate versatility.

LG LODGING

ST STADIUMS

EV ENTERTAINMENT VENUES

ITEM CODE	PRODUCT DESCRIPTION	LG	ST	EV
MASTER'S TOUCH® FLAVOR CONCENTRATES				
5205	Ancho GF	●	●	●
5204	Chipotle GF	●	●	●
9815	Roasted Garlic GF	●	●	●
9890	Southwest GF	●	●	●

ITEM CODE	PRODUCT DESCRIPTION	LG	ST	EV
MASTER'S TOUCH® BASES				
0117	Chicken Base GF	●		●
0317	Beef Base GF	●		●
0806	Vegetable Base	●		●

ITEM CODE	PRODUCT DESCRIPTION	LG	ST	EV
NEW! PASSPORT GLOBAL FLAVORS™ BY CUSTOM CULINARY® LATIN FLAVORS				
9667	Latin-Style Citrus Chili Sauce	●	●	●
9900	Al Pastor Sauce GF	●	●	●
9901	Habanero Orange Sauce GF	●	●	●
9902	Tomatillo Serrano Sauce GF	●	●	●
6571	Mole Negro GF	●	●	●

ITEM CODE	PRODUCT DESCRIPTION	LG	ST	EV
NEW! PASSPORT GLOBAL FLAVORS™ BY CUSTOM CULINARY® KOREAN FLAVORS				
6568	Bulgogi Marinade	●	●	●
6569	Bibimbap Sauce	●	●	●
9903	Korean-Style Barbecue Sauce GF	●	●	●
9904	Korean-Style Sweet Heat Sauce	●	●	●
5226	Kimchi Prep GF	●	●	●

ITEM CODE	PRODUCT DESCRIPTION	LG	ST	EV
PANROAST® GRAVY MIXES				
1711	Americana Style Au Jus Mix		●	
1764	Brown Gravy Mix		●	
1776	Country Gravy Mix		●	

ITEM CODE	PRODUCT DESCRIPTION	LG	ST	EV
CHEESE SAUCES				
1210	Master's Touch® Instant Cheddar Cheese Sauce Mix		●	●

ITEM CODE	PRODUCT DESCRIPTION	LG	ST	EV
GOLD LABEL READY-TO-USE CRAFT TOPPINGSTM				
6327	Jalapeño Relish		●	●
6548	Bacon Onion Marmalade		●	●
9651	Kentucky-Style Bourbon Sauce		●	●
9678	Harissa		●	●

ITEM CODE	PRODUCT DESCRIPTION	LG	ST	EV
GOLD LABEL TRUE FOUNDATIONSTM BASES				
5334	Beef GF	●		●
5124	Chicken GF	●		●
5505	Clam GF	●		●
5417	Roasted Vegetable GF	●		●

ITEM CODE	PRODUCT DESCRIPTION	LG	ST	EV
GOLD LABEL TRUE FOUNDATIONSTM LIQUID STOCK CONCENTRATES				
6809	Chicken GF	●		●
6810	Vegetable GF	●		●
6811	Beef GF	●		●

ITEM CODE	PRODUCT DESCRIPTION	LG	ST	EV
GOLD LABEL BASES				
9117	Chicken Base GF	●		●
9317	Beef Base GF	●		●
9801	Mirepoix Base GF	●		●

ITEM CODE	PRODUCT DESCRIPTION	LG	ST	EV
GOLD LABEL SAVORY ROASTED® BASES				
9105	Beef Base	●		●
9305	Chicken Base	●		●
9800	Vegetable Base	●		●

Products marked "GF" for gluten free are tested at less than 20 ppm gluten.



At Custom Culinary® we're dedicated to providing exceptional bases, sauces and gravies to enhance any menu and every daypart. Our flavor-forward solutions are rooted in culinary expertise and a thoughtful, innovative approach to product development, centered on clean, simple and wholesome ingredients. We bring profitable trends to life with items that meet your needs, delight your customers and exceed your expectations.



Learn how we can help you Be True To The Food® by visiting CUSTOMCULINARY.COM.

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