PUTTING THE NEW IN NEW ORLEANS

IN THIS ISSUE
MODERN ISRAELI ● THE SANDWICH SHOP NAMED BEST RESTAURANT OF THE YEAR ● ROOFTOP BARS
66% OF CONSUMERS WANT TO SEE MORE NEW ORLEANS INGREDIENTS AND FLAVORS ON RESTAURANT MENUS OR IN RETAIL

DATASSENTIAL RESEARCH
Datassential’s Menu Adoption Cycle (MAC) is a framework for understanding, predicting, and leveraging food trends. A trend’s life cycle is defined by where that trend shows up, starting at fine dining restaurants and then eventually finding its way to mainstream supermarket shelves and beyond.

**THE MENU ADOPTION CYCLE**

**MAC STAGE INCEPTION**
Trends start here. Inception-stage trends exemplify originality in flavor, preparation, and presentation.

**MAC STAGE ADOPTION**
Adoption-stage trends grow their base via lower price points and simpler prep methods. Still differentiated, these trends often feature premium and/or generally authentic ingredients.

**MAC STAGE PROLIFERATION**
Proliferation-stage trends are adjusted for mainstream appeal. Often combined with popular applications (on a burger, pasta, etc.), these trends have become familiar to many.

**MAC STAGE UBICITY**
Ubiquity-stage trends have reached maturity, and can be found across all sectors of the food industry.
THE BIG EASY: WHERE THE FOOD TRENDS ARE BIG AND THE LIVING IS EASY

The Big Easy, ‘Nawlins, The Crescent City, NOLA – the list of names for New Orleans could go on and on...

And since Datassential first covered New Orleans in 2013 our very first of Dine Around, the city has added a couple of other names to its portfolio. Travel + Leisure readers recently named it the #1 food city in the country, while the bustling food scene has also been praised by publications like The Washington Post (NOLA ranked #4 on the Post’s search for America’s top 10 food cities) as well as Food & Wine (its editors named New Orleans to their list of the top 10 food cities in the world).

While the historic city has a number of longstanding restaurants that have stood the test of time, the amount of new restaurants opening has been on the rise – in April, The Times-Picayune reported that nearly 60 new restaurants had popped up in the previous 12 months. Many of these restaurants have been in the national spotlight as well, like the eclectic sandwich spot Turkey and The Wolf (which will be covered in this issue), which was heralded as the best restaurant in the country, further pushing New Orleans into the limelight.

New Orleans cuisine is rooted in its history of culturally-diverse inhabitants – from French Acadians that gave rise to Cajun food and culture to French-Creoles, to Africans, to the Spanish, and Vietnamese (ever heard of Vietnamese-Cajun cuisine, such as lemongrass and ginger-laced crawfish?). As the food scene continues to grow, we thought it was time to revisit the Big Easy. In this update issue of Dine Around: New Orleans 2017, we highlight some of the city’s newest trend-setting concepts and showcase the array of restaurants that have given New Orleans some of its recent accolades as a top food city.

WHY IT MATTERS

New Orleans is one of those cities that truly has a lot going on – from a variety of different cuisines (Cajun, Creole, Vietnamese, classic French, Southern American) to a plethora of classic dishes and ingredients (crawfish, gumbo, andouille). With its melting pot of restaurants and cuisines, not to mention its current standing as a food hotspot, operators and manufacturers can learn plenty from everything that’s featured in this issue. Discover how decades-long restaurants have stood unwavering as newcomers set up shop and see how chefs are putting unique spins on traditional favorites (boudin po’ boys, Thai rolled ice cream made with sno-ball flavors, or classic doberge cake transformed into mini dobites). Also see how many of the country’s overall food trends are making their way into New Orleans (Poke Loa says it is the city’s first and only poke shop) and how operators are expanding into other markets (Dat Dog, for example, is moving into Texas, while food hall St. Roch is set to open in Miami).
CAFÉ DU MONDE
Café Du Monde has been synonymous with New Orleans and beignets since it opened in 1862. The coffee and beignet stand is known for, of course, its beignets (what’s a NOLA visit without beignets?) and chicory coffee.

ANTOINE’S
Antoine’s was established in 1840, making it the oldest French-Creole fine dining restaurant in New Orleans. Classics featured on the menu include Creole Gumbo, Alligator Bisque spiked with sherry, and fried Louisiana Gulf oysters with paté toast.

ACME OYSTER HOUSE
“Life’s More Fun With Seafood,” Acme claims. The oyster house opened in 1910, and now has seven locations throughout the state of Louisiana serving fresh seafood.

SNO-BALLS, PO’ BOYS, AND OTHER QUINTESSENTIAL NOLA EATS
New Orleans is one of those cities that houses a bountiful array of quintessential classic dishes and flavors. While one person might associate New Orleans first with beignets, another might with po’ boys, while someone else may go the sno-ball route. There’s no shortage of “must eat” items, many of which can only be found locally in New Orleans. Sno-balls (for the uninitiated, they are not the same as snow cones which typically have larger chunks of crushed ice) are made of finely-shaved ice that’s then drenched in syrup, and are a New Orleans staple. They can be found at shops like Hansen’s Sno-Bliz (above), which has been open for nearly 80 years. Po’ boys, another quintessential Crescent City classic, is also well-liked among consumers – according to Datassential FLAVOR, a third love the dish. In New Orleans, they are featured on many menus as well as at shops like Domilise’s.

Food halls are sweeping the nation (stay tuned for next year’s Creative Concepts issue that will highlight the newest food halls since we last covered the trend in 2015 and included St. Roch just after it opened), and it’s no exception in New Orleans. St. Roch Market, located close to the bustling French Quarter, opened in 2015, after the building it’s housed in sat vacant for decades. Since then, it has evolved into a Southern food hall open for all dayparts plus brunch. You can find everything from chicken-centric Good Bird serving rotisserie chicken in various applications to Empanola, which offers empanada varieties like Crawfish Etouffee. Recently, the food hall started making plans to expand outside of New Orleans. While the St. Roch team has been looking into Nashville, one outpost in Miami’s Design District is set to open in 2018, according to The Miami New Times.
ESSENTIAL DATA

WHAT DO CONSUMERS THINK ABOUT NEW ORLEANS FOODS & CONCEPTS?

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Galatoire’s Restaurant has been open for over 100 years, and is well-known for its seafood gumbo made with crabmeat, shrimp, onions, and okra.

66% WANT TO SEE MORE FOODS, FLAVORS, & INGREDIENTS FROM NEW ORLEANS ON MENUS OR IN STORES

29% HAVE VISITED NEW ORLEANS

46% WOULD VISIT JUST FOR THE RESTAURANTS

N=1,251 DATASSENTIAL’S DINE AROUND: NEW ORLEANS 2017
PLANNING AN IMMERSION TOUR? DON’T MISS THESE NEIGHBORHOODS AND FOOD-CENTRIC DESTINATIONS.

1. **FRENCH QUARTER**
The French Quarter is quite possibly the most famous area of New Orleans, a hotspot for locals and tourists alike. Many of the historic, longstanding New Orleans restaurants are here, like Café Du Monde and Brennan’s (a popular breakfast spot), as well as a number of newcomers.

2. **MID-CITY**
Mid-City New Orleans is centered on the sprawling City Park, which includes both sports facilities and attractions like the New Orleans Botanical Gardens. Mid-City is one of the best neighborhoods to live in, according to Thrillist, with local real estate agents saying the area has been developed exponentially in recent years. Find classic restaurants here like Venezia and Angelo Brocato’s.

3. **LOWER GARDEN DISTRICT**
Part of the larger Central City/Garden District Area is the Lower Garden District neighborhood. With its close proximity to the French Quarter, Magazine Street, and the downtown area, visitors will find plenty of dining options, including late-night eats and bars.

4. **CENTRAL BUSINESS DISTRICT**
The New Orleans downtown area is better known as the Central Business District, or CBD for short. The CBD also typically includes the Warehouse District, and throughout the area, you’ll find a mix of boutique hotels, high-rises, and of course, a variety of sleek restaurants and bars, along with theaters and venues.

5. **TREMÉ**
Located on the lake side of the French Quarter is Tremé, often considered the oldest African-American neighborhood in the country. Here you’ll find attractions like Armstrong Park/Congo Square where many food and cultural celebrations take place, as well as a number of museums and cultural attractions. It’s said that Tremé is also home to some of the finest Creole cuisine in the city.

6. **MARIGNY/BYWATER**
Fouburg Marigny, or simply Marigny as it’s often referred to, is one of the trendiest neighborhoods in the city (according to Movato, it’s second only to the nearby French Quarter). Find hip vibes here and in the neighboring Bywater area, both filled with trendy restaurants.
It all began in 2016 when, after working as chef de cuisine at Coquette, Mason Hereford opened Turkey and the Wolf with girlfriend Lauren Holton. Turkey and the Wolf rose quickly to stardom – it was featured on *The Times-Picayune*’s list of best new restaurants in 2016. *Food & Wine* also named it a restaurant of the year. Additionally, it was a semifinalist for this year’s James Beard Award for best new restaurant and recently, *Bon Appetit* named Turkey and the Wolf 2017’s best restaurant in the U.S.

**BACKGROUND**

According to Datassential’s *Keynote Report: Sandwiches 2017*, nearly 70% of all restaurants feature sandwiches on the menu. When *Bon Appetit* published its profile on Turkey and the Wolf, they prefaced it with a sub-headline of, “Yes, America’s best new restaurant of 2017 is a sandwich shop,” begging the question – with all these restaurants that serve sandwiches, what is it about Turkey and the Wolf that sets it apart? Andrew Knowlton of *Bon Appetit* writes, “Were we prepared to call a quirky, nostalgic, counter service-only sandwich spot our No. 1 new restaurant in America? A place that serves what some might call, for better or for worse, stoner food? Yes, we were.” And Knowlton tells *The Times-Picayune* it’s because of co-owner Hereford’s ability to take a dish that’s rooted in nostalgia and “rip that idea to pieces, play with it, reassemble it, and, ultimately, improve it to the point where it becomes something totally new.” That’s seen throughout the menu of classics taken to the next-level, such as the Fried Bologna sandwich (pictured below) complete with potato chips and “shrettuce;” cheeky specials like the Redneck Tostada with Colleen’s “French” Onion Dip and “a subtle whisper of Dorito dust;” and desserts like vanilla soft serve topped with anything from tahini and date molasses to Magic Shell with potato sticks.

**NEIGHBORHOOD: LOWER GARDEN DISTRICT**

**SEGMENT: FAST CASUAL**

**TURKEY AND THE WOLF**

**SANDWICHES**

**FLAVOR**

51% of consumers say they love grilled cheese sandwiches, making it the most-loved sandwich variety, according to Datassential FLAVOR.
WEDGE SALAD
Bacon, everything bagel crunchy stuff, tomatoes, that chunky blue cheese dressing, fresh dill.
$10.50

HAM SANDWICH
Smoked city ham, cranberry, herb mayo, two-year-old cheddar, and arugula on a Virginia french roll.
$11.50

LAMB NECK ROTI
Lamb neck slow-cooked in chilies and caraway, lemony yogurt, cucumbers, onions, and heady herbs on roti bread.
$10.50

SNICKERDOODLE MY LABRADOODLE COCKTAIL
Vodka, mint, cinnamon, rice milk, and Hellfire bitters.
$8.00

HILLBILLY HOTBOX
Gin, honey, grapefruit, lime, espelette.
$8.00
BAKERY BAR

Serving brunch every day until 3 p.m. and open until midnight six days a week, Bakery Bar is just that – a bakery and a bar. The “bakery with booze,” as described by The Times-Picayune, opened in 2016 in the Lower Garden District building that previously housed Eleven 79. Bakery Bar is now the bonafide brick-and-mortar for Debbie Does Doberge, started by Charlotte McGehee and Charles Mary IV and dedicated to the classic New Orleans layer cake doberge (traditionally made with alternating layers of pudding and cake). Along with whole doberge cake, customers will also find doberge slices; mini ‘dobites;’ chocolate-covered “salty balls” (cake balls topped with sea salt); savory items like a Jalapeno Cornbread Waffle with honey butter and chili cane syrup; and cocktails – “have a cocktail for dessert” with the Grasshopper that includes mint three ways.
The $80 million hotel, according to The Times-Picayune, is housed in a 9-story Art Deco building, and is one of just 20 U.S. hotels that made the cut for Conde Nast Traveler’s list. The lofty hotel features a wide variety of dining options, from its swanky 4,000-square-feet flagship restaurant, Josephine Estelle, to Alto (its rooftop bar and pool) to the seafood-centric Seaworthy. Visitors can also sip leisurely at the central Lobby Bar, which serves up craft cocktails right next to the hotel’s entertainment and live music venue, Three Keys. At Josephine Estelle, located adjacent to the hotel, visitors will find what’s described as an “unlikely marriage” between classic Italian recipes and the flavors of the American South. Visitors will find asparagus with pimiento cheese, trout roe, and country ham alongside Gulf Fish with potlikker (the term for the liquid left over from braising greens) and olives featured on the menu. At Ace Hotel’s rooftop, Alto, which is open to the public with a $10 entrance fee (waived, however, with a $20 purchase), visitors can enjoy a bit of everything – snacks like Gulf Fish Tacos or cocktails such as the Rose Mojito with rose water, sparkling rosé, and Lillet Rose. There’s even an entire menu page titled SPF5s with an array of sunblock, beach towels, flip flops.
MENU INSPIRATION
FROM JOSEPHINE ESTELLE AT THE ACE HOTEL

$13.00
ITALIAN TOAST
Brioche, almonds, amaretto syrup, orange, and vanilla.

$12.00
STRACCIATELLA
Muscadine, plums, basil, buckwheat, and lemon.

$14.00
RIGATONI
Pork sugo, pickled peppers, and prosciutto.

$27.00
RED SNAPPER
Turnips, artichoke, crème fraiche, and crab.

$8.00
CHOCOLATE MOUSSE
Burnt sourdough gelato, olive oil, cocoa nib, and espresso.

Tuna Crudo with English peas
Peanut Butter Pie Budino with caramel ganache
Seaworthy is the Ace Hotel’s oyster and seafood-centric restaurant and bar that offers a wide variety of fresh sea fare as well as craft cocktails. Seaworthy hosts a variety of events and is known for its signature Shrimp Boil-Off competition. Last year, it featured chef Ysaac Ramirez from Ace Hotel’s Josephine Estelle along with Seaworthy’s chef and a guest chef from Grand Isle.

Seaworthy offers classic seafood rolls, such as the special Crawfish Roll above, along with options like the Gulf Coast Roll with gulf shrimp, blue crab, lemon-dulse emulsion, and pickled cucumber.

Like many other oyster bars, Seaworthy offers a variety of fresh seafood towers and platters – from oysters sourced from coast to coast to chilled shrimp and crab.

The Seaworthy Benedict is made with fried Louisiana oysters, poached eggs, caviar-chive hollandaise, and sofrito potatoes.

A full bar is showcased at Seaworthy, stocked with a large variety of wines, whiskeys, and spirits that can be combined to create an array of craft cocktails, like the Exploding Heart shown here.
In July, Freezy Street introduced people in the Big Easy to the world of rolled ice cream. The Thai rolled ice cream shop offers customers the experience of watching their hand-crafted ice cream rolled from liquid to solid in just a matter of minutes. According to The Times-Picayune, it starts with liquid ice cream that’s then mixed with a customer’s choice of fruits and flavors (below on the left is blue raspberry ice cream topped with Fruity Pebbles, Teddy Grahams, and a roasted marshmallow) and takes three minutes from start to end. In addition to rolled ice cream, Freezy also serves sno balls (it is still New Orleans).
Located in the Lower Garden District of Crescent City, Shaya blends traditional Israeli cuisine with inspiration from all across the globe (North Africa, Turkey, and Greece, to name a few) and combines it with seasonal, locally-sourced ingredients from Louisiana. There’s a bit of everything on the menu, starting with a variety of hummus options (what’s an Israeli restaurant without hummus?), from a traditional tahini hummus to one topped with lamb ragu. In an interview with Eater, Shaya compared Israel and America to each other in that they’re both melting pots, blending a variety of different cuisines and inspirations together into one. Customers will see just that type of blending at Shaya, where there’s a version of Matzo Ball Soup infused with turmeric and shallot, as well as a play on schnitzel with the Chicken Schnitzel sandwich featuring harissa mayonnaise and pickled green tomatoes on sesame challah. In September, it was reported that Alon Shaya would part ways with John Besh and his eponymous restaurant group, and last month, he announced plans to open Pomegranate Hospitality (it is still unclear whether or not he will be able to actually acquire his namesake Israeli restaurant, though).
MENU INSPIRATION
FROM SHAYA

WOOD-ROASTED BRUSSELS SPROUTS
N/A
Black harissa, tahini, and pickled onions.

SOFT-COOKED EGG HUMMUS
$7.99
Topped with American cheese, lettuce, tomato, cilantro sauce, and a fried egg.

PUMPERNICKEL RYE
$15.00
Smoked whitefish salad, sumac onions, poppy seeds.

BABY KALE SALAD
$12.25
Golden beets, black garlic-verjus vinaigrette, pumpkin seeds, satsumas.

SABICH
$14.00
Eggplant, preserved mango, soft-cooked egg, pickles, and tahini.
Shaya’s avocado toast with smoked whitefish and pink peppercorns.
Looking for something to put a smile on your face? That’s the aim of Dat Dog, a classic New Orleans hot dog purveyor that first opened as a small shack in 2011. Dat Dog serves up a variety of dogs, from alligator sausage to vegan eggplant “sausage,” all served with a choice of 30 different toppings (including andouille sausage and crawfish etouffee). Datassential covered the colorful joint in our 2013 issue of *Dine Around: New Orleans*, and since then, Dat Dog has expanded to three area locations, while back in May, *The Times-Picayune* reported that Dat Dog was planning to expand with 25 locations throughout Louisiana and Texas.
BACKGROUND
Housed in a 1914 church, Vessel opened in the summer of 2016, offering customers craft cocktails and a dinner menu in sleek surroundings.

WHY IT MATTERS
Vessel describes its fare as coastal Mediterranean. They’re known for adding fresh, unique ingredients to classic New Orleans dishes. The kitchen is helmed by Louisiana native Eric Sibley, who returns to his roots by incorporating locally-sourced ingredients for a dinner menu as well as for weekend brunch. Diners will find everything from the daily market fish served with lentils, chow-chow, and tomato confit to Shrimp and Grits done up with charred scallion jus and bread and butter celery. According to The Times-Picayune, the cocktail program is well-stocked in more ways than one – six different types of glasses are always kept on-hand so every cocktail, cider, wine, or beer, has its own proper vessel. As part of showcasing its cocktail ware, Vessel hosts events like Take Home Tuesdays, featuring special cocktails served in limited edition Vessel glasses customers can take home with them. Vessel also isn’t afraid to have a little fun to remind people of the bar’s history (its social media often uses the hashtag #JoinTheCongregation, for example).

CREATIVE CONCEPTS
For more on unique beverage concepts, from tiki bars to speakeasies, search SNAP! for Creative Concepts: Next-Level Cocktail Bars.
MENU INSPIRATION FROM VESSEL

$7.00
SMOKED GULF FISH DIP
Grilled bread.

$12.00
CRISPY PORK BELLY
Korean BBQ, turnip puree, pickles, and cilantro.

$15.00
BLUE CRAB AU GRATIN
Crispy softshell crab, pecorino, fines herbs, and chive oil.

$16.00
PORK MILANESE
Pan-fried cutlet, chicken liver mousse, capers, frisée, pickled chilies.

$7.00
GARLIC BROWN BUTTER FRIES
White remoulade.

$11.00
TIPPING POINT COCKTAIL
Tito’s vodka, Quinta do Tedo Rose Port, Cointreau, lemon, St. Germain.
HOT TIN
NEIGHBORHOOD: Central City
Opened in 2016 following a $10-million revamp of the Pontchartrain Hotel, Hot Tin was one of the “hottest new boozing destinations” in the city, according to New Orleans Eater. The rooftop, with 270-degree views of downtown and the Mississippi River, offers customers what the bar refers to as elevated cocktails, which includes drinks named for the city’s culture (A Spritzer Named Desire, for example, is a nod to playwright Tennessee Williams, who lived at the hotel while writing A Streetcar Named Desire), along with Champagne and Champagne cocktails.

ROOFTOP AT CATAHOULA HOTEL
NEIGHBORHOOD: Central Business District
Located on the third floor of the Catahoula Hotel is a rooftop terrace that specializes in South American wine and a cocktail menu featuring sherries and vermouths. With tiki-inspired palm trees and décor, the rooftop also serves as an outdoor venue that hosts events, such as outdoor movies and restaurant pop-ups. The wine bar carries over the theme of the downstairs Piscobar that showcases, as its name suggests, pisco (with cocktails like the Urbansal-Granada, a “love child” of sangria and a moscow mule, red wine, pisco, and ginger beer) as well as New Orleans-inspired cocktails (“just-for-fun” cocktails include the Champions of Breakfast with granola-washed milk, scotch, and earl grey tea, while the Headshot cocktail with rum and lime serves two and includes an Instax picture of customers having the drink).

MONKEY BOARD AT THE TRUBADOUR
NEIGHBORHOOD: Central Business District
Opened during the last days of 2016, Monkey Board (named after the highest platform on an oil rig) is the Troubadour Hotel’s food truck-inspired rooftop bar. The venue, described by New Orleans Eater as “long awaited” and “hotly anticipated,” features sprawling views of the city alongside events like live music. Chef Phillip Lopez of the hotel’s other concept, Petit Lion, offers Monkey Board customers a menu featuring an array of food truck favorites without the food truck (according to The Times-Picayune, Lopez originally wanted to put a real food truck on the roof, an idea that was shot down by the city). Visitors will find everything from Pork Belly Pastor tacos to the Chilled Street Corn Cup, a play on elote, with charred corn and smoked paprika on the menu.
Meril is celebrity chef Emeril Lagasse’s fourth and newest New Orleans restaurant, established in 2016. Named after his youngest daughter, the restaurant is, as Lagasse told The New York Times, “not the typical New Orleans experience.” Instead, find globally-inspired fare like Louisiana Caviar with potato salad (right), and Candied Pork Ribs (far right).
FRERET BEER ROOM
BEER-FOCUSED NEW AMERICAN

NEIGHBORHOOD: FRERET
SEGMENT: CASUAL

BACKGROUND
Setting up shop next door to Dat Dog, New Orleans native Eli Gay opened Freret Beer Room in late 2016, offering customers distinct craft beer and food pairings.

WHY IT MATTERS
While beverage pairings have been common at restaurants for quite some time, such pairings often feature wine as the beverage of choice. With the increased popularity of brewpubs and beer-centric restaurants (stay tuned for Datassential’s upcoming issue of Creative Concepts: Next-Level Brewpubs for more), comes restaurants like Freret, which puts an emphasis on its 16 revolving taps. Many of the selections are from local breweries designed to match with the food menu, which is helmed by Charles Vincent (a founder of The Glass Onion in Charleston, SC). Diners will find a variety of New Orleans classics, such as Crispy Boudin Balls with roasted chili aioli; dishes that put a creative spin on traditional Southern ingredients (green tomato jam on the cheese board, smoked gulf fish in the Grilled Broccoli small plate); or comfort foods like a Pot Roast Sandwich (pictured left) with fontina and ‘creolaise’ sauce (typically a sauce with whole-grain mustard combined with hollandaise).
$13.00  **BUFFALO OYSTERS**  Blue cheese, celery hearts, hot sauce butter.

$10.00  **GARDEN SALAD**  Tender lettuce, radish, carrots, heirloom cherry tomato, buttermilk green garlic dressing.

$16.00  **CRISPY CHICKEN CONFIT**  New potato, mirliton, green beans, mole rojo, sunny yard egg.

$8.00  **ROASTED BEETS**  Hummus, orange, fennel, pepitas, herbs.

**MENU INSPIRATION FROM FRERET ROOM**

**ON THE MENU**

42% of consumers want to try beets, according to Datasential’s *On the Menu: February 2017*. Search SNAP! for the issue for more creative uses of the brightly-colored vegetable.
Freret Room’s Boudin Po’Boy.
THINK BEYOND THE CLASSICS
When it comes to New Orleans, there’s a large variety of quintessential “classic” foods and flavors – from po’ boys and boudin to beignets. If you’re looking to expand into a city with tons of rich food history, be sure to scope it out with Datassential resources such as Dine Around, to uncover how classics can be revamped to create a unique, have-to-have it menu item. Take inspiration from dishes like Crawfish Etouffee Empanadas at St. Roch Market’s Empanola or a breakfast benedict topped with fried Louisiana oysters at Seaworthy.

DON’T BE AFRAID TO HAVE A LITTLE FUN
The sandwiches at acclaimed Turkey and The Wolf aren’t just run-of-the-mill sandwiches. While the almighty sandwich can be found at nearly 70% of all restaurants, according to Datassential’s Keynote Report: Sandwiches 2017, there’s an element of fun and uniqueness at Turkey and The Wolf (think Fried Bologna topped with crispy chips or pasta garnished with a bagel bite). On the rooftop at Catahoula Hotel, there’s even a whole ‘just-for-fun’ section of cocktails, like the one that comes with Instax pictures of customers consuming the cocktail.

OFFER MENUS THAT COVER IT ALL
Know that your rooftop customers might also be trying to sunbathe poolside? Why not include related retail items like sunblock, flip flops, or towels on the menu? Alto rooftop at the Ace Hotel New Orleans does just that, showcasing an entire “SPF” page on its menu. Even if it’s not a full-fledged menu, think about how you might increase traffic by including a selection of take-away items, like bottled sauces.

MAKE IT EASY FOR CUSTOMERS TO PICK THE PERFECT PAIR
Streamline service and increase consumer engagement by helping your visitors make an educated selection of food and beverage pairings. At Freret Beer Room, it’s all about balancing a food menu designed to pair expertly with revolving brews. Any operator can experiment with the concept by adding recommended beer, wine, or cocktail pairings underneath descriptions on food menus.

EVOKE AN EXPERIENCE BY PAYING HOMAGE TO YOUR ROOTS
It’s pretty clear that Vessel cocktail bar is housed in an old church – but for those that may not know, play up your concept’s roots with fun marketing (Vessel, for example, often uses the hashtag #JoinTheCongregation on social media). Especially for those long-standing establishments that date back decades, it can help to remind customers of that history, including any new developments (such as the historic St. Roch Market expanding to other markets like Miami).
WHERE WE’VE BEEN
GOING ON A TRIP? PLANNING AN IMMERSION TOUR?
CHECK OUT ALL OF THESE PAST ISSUES OF DINE AROUND IN SNAP.

Asheville, NC
Atlanta, GA
Austin, TX
Baltimore, MD
Birmingham, AL
Boston, MA
Boulder, CO
Capital-Saratoga Region, NY
Charleston, SC
Chicago, IL
Cleveland, OH
Columbus, OH
Dallas, TX
Denver, CO
Detroit, MI
Honolulu, HI
Houston, TX
Hudson Valley, NY
Indianapolis, IN
Kansas City, MO
Las Vegas, NV
Los Angeles, CA
Milwaukee, WI
Minneapolis, MN
Nantucket, MA
Napa Valley, CA
Nashville, TN
New Orleans, LA
New York, NY
Newport Beach, CA
Oakland, CA
Orlando, FL
Philadelphia, PA
Phoenix, AZ
Pittsburgh, PA
Portland, ME
Portland, OR
Providence, RI
Santa Fe, NM
Tampa, FL
Washington, D.C.
Simpler. Faster. Ridiculously Awesome.
Your day just got a whole lot easier.

Built for how you work, the all-new SNAP 2 gives you extraordinary food insights in a breathtakingly simple package.
For many consumers, the continental breakfast or funnel cake are synonymous with their experience at hotels or theme parks. Discover what else consumers want and expect in Datassential’s Lodging & Recreation Keynote Report. Over 3,000 consumers share their attitudes on food and beverage programs at 21 lodging and recreation venues in this expansive report. Also, you’ll learn about:

A Wide Range of Venues
Within lodging, the report explores high-end, boutique, mid-range, suites, and budget hotels and motels, online home/apartment rentals (e.g., Airbnb), bed & breakfasts, and even camp grounds and agritourism. Within recreation, learn about stadiums, movie theaters, zoos, amusement/theme parks, museums, golf/country clubs, cruise ships, community centers, bowling alleys, national parks, and ski resorts.

Last Visit Deep Dive
We asked consumers to detail their last experience at a lodging or recreation venue. What did consumers think of the food and beverage options available during their last visit to a lodging or recreation venue? What did they buy or not buy? What impressed them? What do they wish had been different? Discover the answers to these questions and more for the most popular venues.

Perceptions of Food & Beverage Programs
Identify frequency of visitation by venue and related food and beverage purchasing, learn which options consumers find most appealing, and discover what can help drive additional spending per occasion.

The Key Consumer for the Most Popular Venues
Dive deep into exactly who is visiting the most popular lodging and recreation venues. Discover the demography of the most frequent customers, where they shop, what other venues they visit, and how they think each venue and its foodservice program perform on key metrics.

For questions or to purchase the report, please contact Brian Darr
P : 312-655-0594
E : brian.darr@datassential.com

Topical Keynote Reports are priced at $6,500 per topic.
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Get schooled on the latest trends with Datassential’s Seafood Keynote Report

The Seafood Keynote combines the opinions and behaviors of over 1,000 consumers and hundreds of restaurant, retail, and onsite operators with insights from Datassential’s industry-leading menu tracking databases MenuTrends and INSIDER and consumer sentiment tools SCORES and FLAVOR.

Dive into the seafood landscape in both retail and foodservice, delving deep into consumer and operator habits, perceptions, and preferences regarding both fish and shellfish. You’ll learn more about...

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Explore detailed analysis of consumers’ last seafood occasion in addition to the attitudes, trends, and tastes that Keynotes always cover. Discover which seafood varieties are the most common at home and away, when and where they are eaten, how they are prepared, and more.

**Seafood Attitudes**
Learn how seafood fits into consumers’ lifestyles, compare what consumers say they are looking for in seafood at home versus away from home, and track purchasing behavior by foodservice segment and supermarket department. Using data from Datassential’s new FLAVOR database, explore favorite seafood varieties and affinity for different species and preps.

**Operator Perspectives**
Understand how foodservice operators view seafood as a traffic and profit driver, pinpoint their biggest operational challenges, and discover what changes are planned for seafood menus.

**Restaurant Menus**
Identify the most-menued and fastest-growing species, ingredients, and descriptors in seafood dishes on every part of the menu. Follow seafood growth over the past decade by restaurant segment, and track pricing for seafood apps and entrées.

**Sustainability Perceptions**
Tackle the hot-button issue of seafood sustainability with both consumers and operators. Discover exactly what consumers and operators know about sustainability and how it affects their purchasing.

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E: brian.darr@datassential.com