



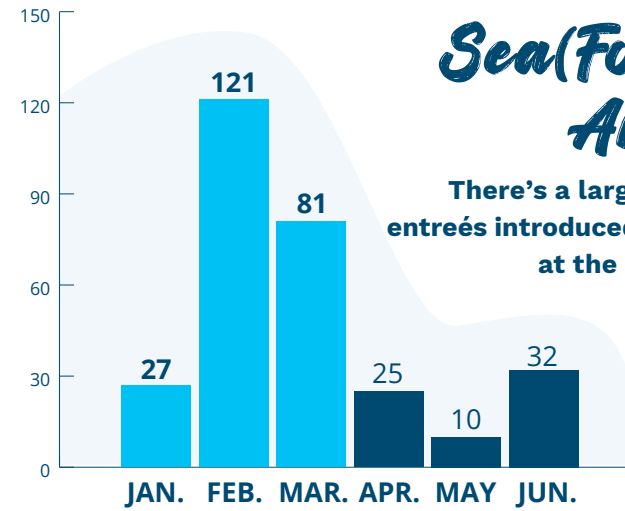
KING &
PRINCE[®]
SEAFOOD

Sea. Taste. Enjoy![®]

CATCH THE WAVE

Catch the Wave!

Ride the wave of seafood inspiration with our latest culinary creations, crafted to make waves on your menu and draw in eager diners. From the classic Fish 'n Chips to indulgent Lobster Rolls, these dishes are a testament to the power of the sea on your plate. With seafood in high demand, incorporating it into your menu is key to staying competitive and satisfying diverse customer tastes. **Get ready to catch the seafood wave and watch as these easy-to-incorporate, on-trend recipes drive a tide of new customers to your door.**



Sea(Food) Levels Are Rising...

There's a large rise in new seafood entrées introduced at chain restaurants at the beginning of the year.

Datassential, 2024

Crispy Shrimp Taco Bowl with Pico de Gallo & Avocado Crema



Dive into this Crispy Shrimp Taco Bowl, featuring Mrs. Friday's® Lightly Dusted Shrimp that are packed with flavor and have a handmade appearance. Complemented by a charred tomato Pico de Gallo and an Avocado Crema, this dish puts the shrimp front and center, delivering a delicious seafood experience.

84%
of consumers love
or like Mexican food.
Datassential, 2024

5 Mrs. Friday's® Lightly Dusted Shrimp (#055249)	\$3.05
Other Ingredients	\$1.10
Total Food Cost	\$4.15
Suggested Menu Price	\$13.95

FOOD COST
30%

GROSS PROFIT
\$9.80

Fully Loaded Fish & Chips

Take your Fish & Chips to the next level with our Fully Loaded version, starring crispy Mrs. Friday's® Tavern Battered® Cod fillets. Piled high on a bed of golden fries that are topped with melty cheddar cheese, smoky bacon, pickled jalapeños, scallions, and a drizzle of chipotle ranch, this dish is an explosion of flavor and texture. It's comfort food with a bold, indulgent twist that's sure to be a hit.

2 Mrs. Friday's® Tavern Battered® Cod 2-3oz (#070053)	\$2.80
Other Ingredients	\$1.50
Total Food Cost	\$4.30
Suggested Menu Price	\$14.55

FOOD COST
30%

GROSS PROFIT
\$10.25

Pan Seared Lobster Cakes with Lemon Tarragon Aioli

Crispy on the outside, tender and rich on the inside, our Pan Seared Lobster Cakes are a show-stopping appetizer.

Made with our premium King & Prince® Lobster Sensations®, these cakes deliver a burst of ocean flavor in every bite. Paired with a zesty lemon tarragon aioli, they're sure to make waves on any menu.



4 oz. Lobster Sensations® (#004610)	\$2.68
Other Ingredients	\$1.00
Total Food Cost	\$3.68
Suggested Menu Price	\$14.95

FOOD COST
25%

GROSS PROFIT
\$11.27

Mexican Crispy Pollock Torta



Enjoy this Mexican Crispy Pollock Torta, featuring the high-quality Mrs. Friday's® Oven Ready Pollock fillets that deliver a crispy exterior and tender, flaky texture. The clean, fresh fish flavor shines through, perfectly complemented by layers of sliced al pastor jamon, Oaxaca cheese, charred poblano peppers, and cilantro lime crema, making this sandwich a standout seafood menu addition.

1 Mrs. Friday's® Oven Ready Pollock 3-4oz (#075414)	\$1.20
Other Ingredients	\$1.35
Total Food Cost	\$2.55
Suggested Menu Price	\$9.99

FOOD COST

26%

GROSS PROFIT

\$7.44

Lemon Herb Butter Poached Lobster Roll

Impress your customers with the Lemon Herb Butter Poached Lobster Roll, featuring our ready-to-eat Lobster Sensations® for effortless prep. Simply mix melted butter and lemon juice, add Lobster Sensations®, season to taste, and serve in a grilled roll. This quick and easy dish is perfect for operators looking to offer a delicious lobster roll with maximum impact and minimal fuss.

6 oz. King & Prince® Lobster Sensations® (#004610)	\$4.02
Other Ingredients	\$1.25
Total Food Cost	\$5.27
Suggested Menu Price	\$17.59

Among operators that menu lobster rolls, they have seen a **50% increase** in lobster roll sales over the last year.
Datassential, 2024



FOOD COST
30%

GROSS PROFIT
\$12.32

Jumbo Crab & Sweet Corn Cakes with Creamy Honey Dijon

Sweet meets savory with these pan-sautéed Crab Cakes featuring King & Prince® Jumbo Crab Sensations® combined with a delicious, sweet corn. Drizzled with a Creamy Honey Dijon sauce, these savory cakes offer a delightful contrast of flavors and textures. This tasty appetizer will make a splash on your menu!



4oz. Jumbo Crab Sensations® (#004630)	\$2.80
Other Ingredients	\$1.00
Total Food Cost	\$3.80
Suggested Menu Price	\$12.95

FOOD COST
29%

GROSS PROFIT
\$9.15

Crispy Panko Tilapia with Fresh Charred Corn Relish

Serve up a quick win with a Crispy Panko Tilapia, featuring our Fish Market Fresh® Panko Crusted Tilapia. Paired with a Fresh Charred Corn Relish, this dish offers a simple, efficient solution for operators needing a fast and delicious menu option that will excite diners.



1 Fish Market Fresh® Panko Crusted Tilapia (#072020)	\$1.42
Other Ingredients	\$0.95
Total Food Cost	\$2.37
Suggested Menu Price	\$13.95

FOOD COST
17%

GROSS PROFIT
\$11.58

Deep Cut Shrimp Katsu with Asian Slaw & Peanut Dressing

Add flair to your menu with Shrimp Katsu, featuring Mrs. Friday's® Homestyle Breaded Deep Cut Shrimp that stands tall on the plate for an impressive plate presentation. Served over a vibrant Asian slaw of cabbage, carrots, peppers, and onions, and accompanied by a rich peanut dressing, this dish delivers a wave of flavor and visual appeal.



5 Mrs. Friday's® Homestyle Breaded Deep Cut Shrimp (#059121)	\$2.30
Other Ingredients	\$1.00
Total Food Cost	\$3.30
Suggested Menu Price	\$11.95

FOOD COST
28%

GROSS PROFIT
\$8.65

Honey Orange Firecracker Shrimp

Ignite your menu with this Honey Orange Firecracker Shrimp entrée, featuring Mrs. Friday's® Sauce Ready® Shrimp tossed in a zesty blend of orange sauce, honey, chili flakes, and scallions. Served over white rice, this dish makes a splash with its vibrant flavors.



7 Sauce Ready® Shrimp (#057364)	\$0.91
Other Ingredients	\$1.50
Total Food Cost	\$2.41
Suggested Menu Price	\$9.99

FOOD COST
24%

GROSS PROFIT
\$7.58

Greek Style Crispy Calamari Salad with Lemon Herb Vinaigrette & Tzatziki

Salad
is the most popular
seafood dish
on menus overall.
Datassential, 2024

Enhance your menu with a Greek-Style Crispy Calamari Salad, featuring golden, crispy Mrs. Friday's® Lightly Breaded Calamari Rings & Tentacles paired with a zesty Lemon Herb Vinaigrette and creamy Tzatziki. This refreshing salad combines savory seafood with Greek flavors, making it a standout choice that rides the wave of flavor.

9 Mrs. Friday's® Lightly Breaded Ring & Tentacle Calamari (#041250)	\$1.26
Other Ingredients	\$1.25
Total Food Cost	\$2.51
Suggested Menu Price	\$10.99

FOOD COST
23%

GROSS PROFIT
\$8.48

Unique Draw | Labor Saving | Fast Prep

Catch the Wave!

Ride the seafood wave with King & Prince Seafood®.
Our premium, versatile products make it simple to craft
standout dishes that delight customers and enhance your menu.
Make waves with King & Prince Seafood® and drive
a tidal wave of traffic to your door.

For full recipes & more creative ideas on how we can help
add seafood options to your menu, email us or visit us online:

marketing@kpseafood.com | kpseafood.com | 800.632.5464



Visit us online!
Learn more about us
and see our full range
of seafood solutions.

