

KING &
PRINCE[®]
SEAFOOD

Sea. Taste. Enjoy![®]



SEAFOOD

your way

**IT'S EASY TO TURN ONE
GREAT PRODUCT INTO ENDLESS
MENU POSSIBILITIES.**





With seafood in high demand, there's no better time to draw more customers in by offering variety in seafood dishes.

Seafood Your Way is designed to help operators do more with less—showing how one versatile seafood item can create three distinct dishes that deliver variety without adding complexity. From comfort classics to innovative builds, these recipes keep menus fresh, guests excited, and operations running smoothly. It's the easiest way to keep seafood front and center on your menu and make it the highlight of every plate. With Seafood Your Way, you get flexible solutions that work hard for your kitchen—and keep guests hungry for their favorites.

SEAFOOD *your way*

80%

of consumers who observe Lent report eating more seafood during this period leading up to Easter, highlighting a strong preference for seafood options during this time.*

91

new LTOs were recorded in 2024 in casual dining, the segment where seafood entrées were introduced most frequently.*

*Source: Datassential 2025

Tavern Battered® Cod *your way*

Mrs. Friday's® Tavern Battered® Cod delivers authentic pub-style flavor in a light, crispy batter with a hand-dipped look that guests love. Its clean, natural taste make it a versatile choice, perfect for starring in a variety of dishes—from seafood snack wraps to fish n' chips and beyond. Easy to use and full of menu potential, it's a seafood solution that lets you serve it your way, every time.

That's a Wrap!

Tavern Battered® Cod
Snack Wrap

Food Cost
29%
Gross Profit
\$7.11

1 Mrs. Friday's® Tavern Battered® Cod 2-3oz (#070053)	\$1.53
Other Ingredients	\$1.35
Total Food Cost	\$2.88
Suggested Menu Price	\$9.99

Crispy Comfort

Fish n' Garlic Chips

Food Cost
28%
Gross Profit
\$11.99

2 Mrs. Friday's® Tavern Battered® Cod 2-3oz (#070053)	\$3.06
Other Ingredients	\$1.50
Total Food Cost	\$4.56
Suggested Menu Price	\$16.55

38%

of operators think innovation is using existing menu items/ ingredients to create new items.

CRC Operator Survey - 2025

Bite into Bold

Pico de Gallo Fish Sammy

Food Cost
25%
Gross Profit
\$11.89

2 Mrs. Friday's® Tavern Battered® Cod 2-3oz (#070053)	\$3.06
Other Ingredients	\$1.00
Total Food Cost	\$4.06
Suggested Menu Price	\$15.95

Honey Butter Biscuit Shrimp *your way*

Shrimp is the
#1 seafood item
that consumers are
wanting to increase
consumption of.

Datassential 2025

Mrs. Friday's® Honey Butter Biscuit Shrimp pairs succulent, tail-off shrimp with a sweet, buttery biscuit coating that guests can't resist. Its bold flavor and delicious crunch make it a versatile choice across the menu—from hearty bowls to fresh salads or any dish where shrimp takes center stage. Easy to prep and packed with flavor, it's a flexible seafood option that lets you create menu favorites your way.

**Bold
Sweet
Heat**

**Honey Butter
Biscuit Shrimp Salad**



Food Cost
19%
Gross Profit
\$12.66

6 Mrs. Friday's® Honey Butter Biscuit Shrimp (#057562)	\$1.68
Other Ingredients	\$1.25
Total Food Cost	\$2.93
Suggested Menu Price	\$15.59

Po'Boy Perfection

Honey Butter Biscuit
Shrimp Po' Boy

Food Cost
18%
Gross Profit
\$12.32

6 Mrs. Friday's® Honey Butter Biscuit Shrimp (#057562)	\$1.68
Other Ingredients	\$0.95
Total Food Cost	\$2.63
Suggested Menu Price	\$14.95



Sweet Sticky Goodness

Sticky Honey
Garlic Butter Shrimp

Food Cost
23%
Gross Profit
\$10.78

7 Mrs. Friday's® Honey Butter Biscuit Shrimp (#057562)	\$1.96
Other Ingredients	\$1.25
Total Food Cost	\$3.21
Suggested Menu Price	\$13.99



Lobster Sensations® *your way*

Lobster has the
#1 draw out of all of the
seafood species.

Datassential 2025

King & Prince® Lobster Sensations® puts lobster front and center with a rich, flavorful blend of North Atlantic lobster and premium seafood. Its versatility shines in both hot and cold dishes, giving you options that work across breakfast, lunch, dinner, and even late-night offerings. Easy to use and full of indulgent flavor, you can serve lobster your way—anytime, anywhere.

Deviled Delight

Fried Lobster Deviled Eggs



Food Cost
29%
Gross Profit
\$9.19

4 oz. King & Prince® Lobster Sensations® (#004610)	\$2.76
Other Ingredients	\$1.00
Total Food Cost	\$3.76
Suggested Menu Price	\$12.95

Big Flavor Pop

Cheddá Lobsta
Popper Puffs



Food Cost
26%
Gross Profit
\$10.42

3 oz. King & Prince® Lobster Sensations® (#004610)	\$2.07
Other Ingredients	\$1.50
Total Food Cost	\$3.57
Suggested Menu Price	\$13.99

Roll With It

Southwestern
Lobster Roll



Food Cost
22%
Gross Profit
\$13.19

4 oz. King & Prince® Lobster Sensations® (#004610)	\$2.76
Other Ingredients	\$1.00
Total Food Cost	\$3.76
Suggested Menu Price	\$16.95

Tail-Off Coconut Shrimp *your way*

Mrs. Friday's® Oven Ready Coconut Shrimp features premium, tail-off shrimp coated in a sweet, crunchy coconut breading for a satisfying bite. Its tail-off design makes it simple to serve, perfect for bowls, appetizers, salads, and more. Easy to bake or fry straight from the freezer, it's a versatile option that lets you get creative and diversify your seafood menu offering.

Taste the Tropics

Coconut Shrimp
Thai Mango Sauce



Food Cost
29%

Gross Profit
\$14.23

14 Mrs. Friday's® Oven Ready Tail-Off Coconut Shrimp (#057466)	\$4.62
Other Ingredients	\$1.10
Total Food Cost	\$5.72
Suggested Menu Price	\$19.95

Spring Fresh Flavor

Coconut Shrimp
Spring Salad

Food Cost
21%
Gross Profit
\$12.54

7 Mrs. Friday's® Oven Ready Tail-Off Coconut Shrimp (#057466)	\$2.31
Other Ingredients	\$1.10
Total Food Cost	\$3.41
Suggested Menu Price	\$15.95



Shrimp is the most
menued shellfish,
with 61% menu
penetration.

Datassential 2025

Sweet Crunch Magic

Honey
Walnut
Coconut
Shrimp

Food Cost
22%
Gross Profit
\$10.87

6 Mrs. Friday's® Oven Ready Tail-Off Coconut Shrimp (#057466)	\$1.98
Other Ingredients	\$1.10
Total Food Cost	\$3.08
Suggested Menu Price	\$13.95





Seafood is most commonly consumed as a center-of-plate entrée (74%)

Datassential 2025

SEAFOOD

your way

With King & Prince Seafood®, it's easy to turn one great product into endless menu possibilities. Our premium, versatile seafood helps you deliver variety, creativity, and the flavors guests crave. Put the power of seafood to work your way and watch your menu shine.

For full recipes and more creative ways to reel in seafood lovers, email us or visit us online:

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