



The BOWL ESSENTIALS

Roland[®]



with Gochujang kimchi & 6 minute egg, Nori Seaweed, Sesame Seeds & scallions

FARRO PORRIDGE

On Instagram there are

466k

posts with the #BREAKFAST BOWL.

- Mintel

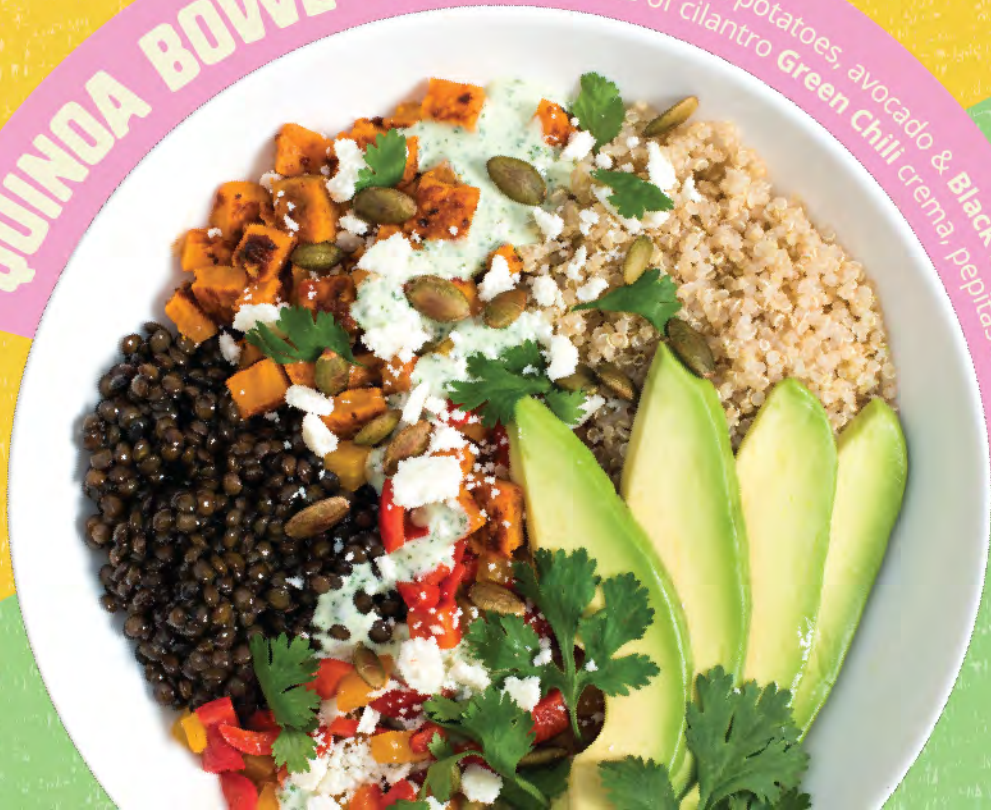


Try adding an **EGG!**

There has been a **100% INCREASE** since 2015 in new bowled products on supermarket shelves. - FONA International

QUINOA BOWL

with Chipotle roasted sweet potatoes, avocado & Black Lentils topped with a drizzle of cilantro Green Chili crema, pepitas & cotija



with grilled Tofu, Grilled Mushrooms & bok choy, topped with Soy Glaze

BLACK JAPONICA RICE BOWL

Nearly **1/3 OF RESTAURANTS** surveyed now **SERVE BOWLS.** - Datassential

WHY ARE BOWLS TRENDING?

If you've eaten out recently, whether at a fast-casual, trendy or your favorite dining spot, you've likely seen a "bowl" on the menu.

The bowl concept has numerous benefits:

- Quick, convenient & mobile
- In sync with the wellness trend
- Visually inviting
- Light, yet satisfying
- Can be eaten any time of day
- Canvas for creativity
- Meal-prep friendly
- Infinitely adaptable & customizable

While extremely prevalent on restaurant menus, the bowl trend is trickling into the home of consumers. Here they can further customize bowls to their tastes and preferences or dietary needs.

ALMOST HALF OF SURVEYED MILLENNIALS AND GEN ZERS PREFER CUSTOMIZATION WHEN IT COMES TO BOWLS. - Restaurant Business



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FOOL PROOF BOWLS

Bowls consist of several layers of ingredients varying in flavor, texture, temperature and color – each bite is different. While the ingredient possibilities are endless and mix-&-matching is encouraged, there are several key elements to create a perfectly balanced bowl.

Items listed below in bold are available with Roland Foods.

<p>1 BASE</p> <p>The foundation of a bowl and where the magic begins.</p>  <p>Quinoa, Farro, Fregola, Leafy Greens, Rice, Pasta, Noodles, Couscous, Maftoul, Freekeh, Bulgur, Wheat, Yogurts, Spreads & Root Vegetables.</p>	<p>2 VEG & PROTEIN</p> <p>The central focus of the bowl and the star of the show.</p>  <p>Meat, Poultry, Fish, Eggs, Jackfruit, Tofu, Black Beans, Chickpeas, Falafel, Lentils, Mushrooms, Eggplant, Zucchini, Sardines & Tuna Fillets.</p>	<p>3 TOPPINGS & SAUCES</p> <p>The accents that amplify the "personality" of the bowl.</p>  <p>Tahini, Whipped Vegetable Spreads, Oils, Vinegars, Tapenades, Honey, Glazes, Date Syrup, Pomegranate Molasses, Maple Syrup & Vegetable & Fruit Purees.</p>	<p>4 TEXTURE & FLAVOR</p> <p>The "fairy dust" that provides the finishing touches!</p>  <p>Fruits, Pickled Vegetables, Nuts, Seeds, Seaweed, Crispy Toppings, Mustards, Sun Dried Tomatoes, Salts, Spices, Cheese, Anchovies & Herbs.</p>
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BOWL CONCEPTS

- Golden Bulgur + Yogurt + Orange Blossom Water + Date Syrup
- Basmati Rice + Steamed Kale + **Fine Tahini** + Applewood Smoked Salt
- Arugula + **Grilled Portobello Mushrooms** + **Organic Balsamic Glaze** + Shaved Parmigiano
- Whipped Potatoes + Swedish Meatballs + **Lingonberry Sauce** + Parsley
- Mixed Baby Greens + Braised Lamb + **Roasted Eggplant Spread** + Kalamata Olives
- Farro + Kale + **Red Sockeye Salmon** + Za'atar Tahini + Toasted Sesame Seeds
- Spiralized Zucchini Noodles + **Pesto Quinoa Spread** + **Roasted Cherry Tomatoes** + Mozzarella

26% OF GLOBAL CONSUMERS wish there were more products that are convenient to use. -Nielsen

Crispy **QUINOA** and puffed **AMARANTH** are easy to make & add crunch to bowls!



GREEK YOGURT BOWL

with apricots, walnuts, Amarena Cherries & Honey topped with popped Amaranth & coconut flakes

CAULIFLOWER PUREE BOWL

with Truffle Oil, rainbow swiss chard, & Smoked Anchovies topped with Crispy Fried Onions & toasted sunflower seeds



Today's on-the-go consumers are shopping across channels for **GRAB-&-GO** breakfasts, quick snacks, & dinner-time solutions. -Mintel

Add a little **SPICE**

FROM THE ROLAND FOODS INSIDERS

TIPS

Bowls provide a great means for **revamping leftovers**.

Bowls are the **perfect avenue** for consumers to test out **new ingredients**, like the ever-widening variety of whole grains.

Sauces like **Balsamic Glaze, Truffle Oil & Tahini** are flavorful pantry items that can quickly “dress up” any bowl.

Ingredients can be prepped ahead of time or bought already prepared for **lightning-quick bowls**.

Cook Vegetables & Proteins together to complement each other & to help compose a **well-balanced bowl**.

Swift
**MOBILE
MUNCHING**
means consumers are looking for accessible, portable, nutritious & tasty out-of-home meal options.
-Nielsen

When **cutting & preparing** vegetables, make cuts that are **bite size** for ease & added texture.

Layer bowls so that they are texturally pleasing to the palette.

Create **more flavor** by replacing water with **broth** when cooking grains.

TRICKS

ABOUT ROLAND FOODS

Founded in 1934, Roland Foods imports more than 1,500 products from North America, South America, Europe, North Africa, the Middle East and Asia. We are a trusted supplier partner for many customers – from national, mainstream chains to regional boutique concepts. At Roland Foods, we provide value by offering uniqueness, variety and authenticity across a wide range of categories. If we don't currently stock the item you need, our team can source and bring to market nearly any ingredient in the world.

Let's create together.

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essentials
inspiration:

