

RAISING THE BAR



TOM YUM VEGGIE NOODLE BOWL

FEATURING CUSTOM CULINARY® TRUE FOUNDATIONS®
[THAI-STYLE VEGETABLE BROTH]

BUILDING A PROFITABLE NOODLE BAR
USING PREMIUM, AUTHENTIC INGREDIENTS



“BOWL OVER” YOUR GUESTS WITH FLAVOR

Asian noodle bowls—including Vietnamese pho, Japanese ramen and Thai curries—are changing the way patrons look at comfort food. These savory and deeply satisfying dishes feature fresh produce, delicious noodles and richly seasoned broths, perfectly matched to the customization trend and patron demand for authenticity.

We'll show you how to bring this profitable opportunity to your operation with a made-to-order noodle bar featuring Custom Culinary® True Foundations® Asian Broths.

Use this guide to familiarize yourself with the most popular noodle bowls, along with instructions for setting up your own noodle bar or Asian-inspired soup station.

OUR FLAVORFUL BROTHS ARE LIQUID GOLD

Custom Culinary® True Foundations® Asian Broths serve as the delicious foundations for your noodle bar. We offer three on-trend varieties, made from slow-cooked meats, vegetables and seasonings. Deliver a memorable noodle bar experience without the time or labor required to make complex broths from scratch.

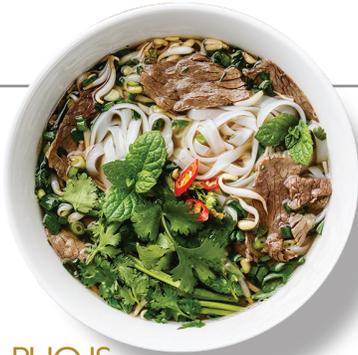
- Ready-to-use format, with superior freeze-thaw stability
- Easy to prepare: boil or steam in bag
- Clean label, gluten-free product line to meet nutritional demands of your customers

NOODLE BOWLS
HAVE GROWN
+23%
OVER THE
PAST YEAR.

DATASSENTIAL MENUTRENDS, U.S. MENU
PENETRATION GROWTH 2023-2024.

NOODLE BOWLS 101

From the authentic to the inventive, Asian noodle bowls are making their way onto menus across foodservice segments. Take a closer look at some of these traditional Vietnamese and Japanese dishes, along with inspiration for bringing the delicious flavors of Thai cuisine to your noodle bar in a creative way.



VIETNAMESE PHO Pho is a Vietnamese noodle soup consisting of broth, linguine-shaped rice noodles called *bánh pho*, fresh herbs and meat, primarily beef or chicken. Pho is a popular street food in Vietnam and the specialty of a number of restaurant chains around the world. The Hanoi and Saigon styles of pho differ by noodle width, sweetness of broth and choice of herbs.

PHO IS PREDICTED TO GROW **32%** OVER THE NEXT FOUR YEARS.
DATASSENTIAL MENUCAST PREDICTED U.S. MENU PENETRATION GROWTH 2024-2027.



JAPANESE RAMEN Wildly popular ramen is a Japanese noodle soup, often found as street food. It consists of Chinese-style wheat noodles served in a meat-based (or occasionally fish-based) broth, flavored with soy sauce or miso. It's topped with ingredients such as sliced pork, dried seaweed, kamaboko and green onion. Nearly every region in Japan has its own ramen variation, from the tonkotsu (pork bone broth) ramen of Kyushu to the miso ramen of Hokkaido.



THAI RED CURRY Traditional Thai red curry paste features an array of unique ingredients, made from dried red chili peppers, garlic, shallots, galangal (similar to ginger), Makrut lime, coriander, cumin, peppercorn, lemongrass and shrimp paste. The paste is then cooked in a saucepan with oil and coconut milk; protein and vegetables are added to create a simmering, richly flavored dish. Inspired by this technique, we created a vegetarian version of Thai red curry that would enable operators to meet the needs of patrons with dietary restrictions.

THAI RED CURRY HAS GROWN **37%** OVER THE PAST FOUR YEARS.
DATASSENTIAL MENU TRENDS U.S. MENU PENETRATION GROWTH 2020-2024.

63% OF PATRONS SAY THEY LOVE OR LIKE RAMEN!
DATASSENTIAL FLAVOR, 2024.



BEEF PHO BROTH
Umami-rich Vietnamese broth, with slow-braised beef, fish sauce and beef stock infused with peppers and authentic spices.



TONKOTSU RAMEN PORK BROTH
Classic Japanese-style ramen broth featuring flavors of slow-cooked pork, soy sauce, mirin and sake, enhanced with garlic and ginger.



THAI STYLE VEGETABLE BROTH
Spicy yet balanced red curry base, with coconut cream, shallots and onions simmered with lemongrass, tamarind and lime.

ITEM CODE	CASE PACK	YIELD/BAG		
6550	4/6 lb bags	96 oz	🌱	●

ITEM CODE	CASE PACK	YIELD/BAG		
6551	4/6 lb bags	96 oz	🌱	●

ITEM CODE	CASE PACK	YIELD/BAG			
6552	4/6 lb bags	96 oz	🌱	●	◆

NOODLE BAR PROFIT POTENTIAL

NOODLES

5 OUNCES (COOKED)

COST¹: \$0.20

\$1.29/POUND DRY; USE
50% DRY OR
2½ OUNCES

BROTH

10 OUNCES

COST¹: \$1.40

MIXED VEGETABLES

3 OUNCES

COST¹: \$0.06

PROTEIN

CHICKEN, BEEF OR PORK

2½ OUNCES

COST¹: \$0.30

\$1.89/POUND CHICKEN
THIGH OR BEEF FLANK



MIXED GARNISH

GREEN ONION,
CILANTRO, LIME

1 OUNCE

COST¹: \$0.08

TOTAL FOOD COST

\$2.04

29% FOOD COST

SELL PRICE PER BOWL

\$7.95²

PROFIT PER BOWL

\$5.91

At a selling price of \$7.95, you can make close to \$6 in profit per bowl.
Sell 50 bowls a day and you could make over \$8,000 in profit per month—or over \$100,000 annually!

¹ Estimated cost used for example only. Your costs may vary.

² Datassential customized MenuTrends analysis of QSR, fast casual, midscale and casual dining restaurants, 2021.

EASY SET-UP

Integrating a noodle bar into your existing operational setup doesn't need to be a challenge. For a self-serve station, ingredients can be prepared and offered as part of your current soup or salad bar. Or, for more cost control, add noodle bar components to an existing stir fry station. If space permits, designate a full section of your hot line to customizable noodle bowls.

THE INGREDIENTS FOR SUCCESS

Fresh, authentic ingredients are essential to the success of your noodle bar. Give your guests a selection of noodles, proteins, vegetables, garnishes and condiments so they can replicate a traditional dish or create their own customized bowl.

BROTH

Introduce a world of flavor in every bowl by offering Custom Culinary® True Foundations® Asian Broths at the noodle bar.

BEEF PHO BROTH

TONKOTSU RAMEN PORK BROTH

THAI-STYLE VEGETABLE BROTH

NOODLES

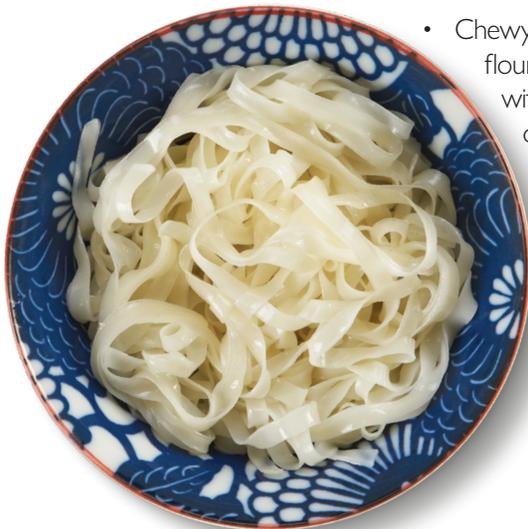
Asian noodles in a variety of shapes and sizes add unique texture and flavor to your customers' creations.

RAMEN NOODLES

- Stretchy, wheat flour noodles
- Traditionally made with alkaline mineral water to hold their firm texture when served in soup

RICE NOODLES

- Chewy noodles made from rice flour and water, sometimes with the addition of tapioca or corn starch
- Found in many East and Southeast Asian cuisines; a staple of Vietnamese pho



SOMEN NOODLES

- Elegant, thin white noodles made from hard wheat dough
- Traditionally eaten cold or in a warm broth

LO MEIN NOODLES

- Fine Chinese wheat noodles
- Used primarily in soup, salad and stir fry applications

UDON NOODLES

- Japanese noodles made from buckwheat flour
- Used mostly in broths and soups

BEAN THREAD VERMICELLI

- Also referred to as bean thread, cellophane or glass noodles
- Ideal for soups, stews, braised dishes and spring rolls

PROTEINS

Always include at least two proteins for customers to choose from, as well as tofu for vegetarians. Chicken breast and shrimp are ideal ingredients for health-conscious guests seeking “better-for-you” options. In addition to our suggestions below, you can offer premium proteins at an adjusted menu price (or for an add-on fee).

- **BEEF (SEARED TOP ROUND)**
- **CHICKEN THIGHS**
- **CHICKEN BREAST**
- **SHRIMP**
- **CHASHU PORK**
- **PORK BELLY**
- **ROAST PORK SHOULDER**
- **MEATBALLS**
- **TOFU**
- **SOY MARINATED EGG**





VEGETABLES

Patrons can choose from a selection of fresh or blanched vegetables to add vibrant color and nutritional benefits to their dish.

- **CARROTS**
- **SHIITAKE MUSHROOMS**
- **BUTTON MUSHROOMS**
- **ENOKI MUSHROOMS**
- **BABY BOK CHOY**
- **NAPA CABBAGE**
- **SCALLIONS**
- **BABY SPINACH**
- **BAMBOO SHOOTS**
- **WATER CHESTNUTS**
- **RED PEPPER**
- **CELERY**
- **CILANTRO**
- **THAI BASIL**
- **BEAN SPROUTS**
- **BABY CORN**

GARNISHES

A variety of crunchy, spicy, savory toppings enable your guests to customize the level of heat or spice in their dishes and add some appealing textural variety.

- **SHREDDED NORI**
- **TOASTED SESAME SEEDS**
- **CHILI THREADS**
- **THAI RED CHILIES**
- **SERRANO CHILIES**
- **FRESNO CHILIES**
- **GINGER**
- **GARLIC**
- **LIME WEDGES**
- **BLACK GARLIC OIL**
- **CHILI OIL**
- **SESAME OIL**
- **MISO**
- **PORK RINDS**



CONDIMENTS

Let your customers season their dishes with their choice of authentic sauces. Include these condiments at a self-service area of the noodle bar.

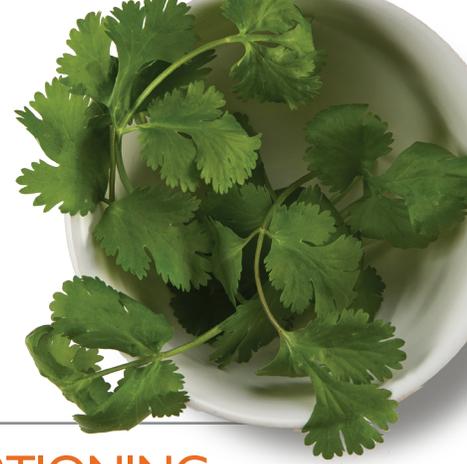
- **SOY SAUCE**
- **SRIRACHA**
- **PLUM SAUCE**
- **THAI SWEET CHILI SAUCE**
- **HOISIN SAUCE**
- **LIME JUICE**



SETTING UP THE NOODLE BAR

Whether you're serving up pho, ramen, Thai vegetable bowls or a mix of all three, adhering to some general guidelines will ensure the success of your noodle bar station.

Choose from the following noodle bar setups, depending on available space and the number of ingredients you will be offering.



SMALL

- NOODLES:** 1-2 options
- VEGETABLES:** 6-8 options
- PROTEINS:** 2-3 options
- BROTHS:** 1-2 options
- GARNISHES:** 1-2 options
- CONDIMENTS:** 1-2 options



PORTIONING

Always ensure proper portion control and consistent service. Below is a "cheat sheet" for one serving of soup in a 24-ounce bowl.

- **5 OZ COOKED NOODLES**
- **2½ OZ PROTEIN**
- **3 OZ VEGETABLES (¼ TO 1 OZ EACH, DEPENDING ON TYPE)**
- **8-12 OZ CUSTOM CULINARY® TRUE FOUNDATIONS® ASIAN BROTH**
- **1 OZ GARNISH**

MEDIUM

- NOODLES:** 2-3 options
- VEGETABLES:** 8-10 options
- PROTEINS:** 3-4 options
- BROTHS:** 2-3 options
- GARNISHES:** 2-3 options
- CONDIMENTS:** 2-3 options



LARGE

- NOODLES:** 3-4 options
- VEGETABLES:** 12-14 options
- PROTEINS:** 4-6 options
- BROTHS:** 3 options
- GARNISHES:** 3-4 options
- CONDIMENTS:** 3-4 options



HOW TO ASSEMBLE AND SERVE A NOODLE BOWL

- 1** Place one portion of noodles into mesh strainer and dip into boiling water for 3 to 5 seconds. Dunking par-cooked noodles in boiling water untangles them and finishes the cooking process.
- 2** Place drained noodles in serving bowl.
- 3** Add veggies.
- 4** Add protein of choice.
- 5** Add hot broth.
- 6** Finish with garnishes.
- 7** Add condiments/ sauces to taste.



POPULAR NOODLE BOWL BUILDS



VIETNAMESE-STYLE PHO

Rice noodles + bean sprouts + beef
+ True Foundations® Beef Pho Broth
+ scallions + cilantro + Fresno chilies



TRADITIONAL TONKOTSU RAMEN

Ramen noodles + scallions + enoki mushrooms
+ baby bok choy + pork belly + soy marinated egg
+ True Foundations® Tonkotsu Ramen Pork Broth
+ Thai red chilies



TOM YUM VEGGIE NOODLE BOWL

Rice noodles + scallions + basil
+ baby bok choy + shiitake mushrooms + tofu
+ True Foundations® Thai-Style Vegetable Broth
+ Fresno chilies

PROMOTING YOUR NOODLE BAR

- Generate interest with prominent signage at the entrance of the cafeteria and near the food line.
- Use in-line signage to promote the variety of broth and ingredient options.
- Put fresh ingredients on display for patrons to see easily.
- Demonstrate how easy it is for your customers to order: they simply pick their choice of noodle, protein, vegetables, broth, garnishes and condiments.
- Communicate the health benefits of noodle bowls, which can be low calorie (300-400 calories per serving), a good source of protein (20-25 grams per serving) and include a serving of fresh vegetables. Gluten-free bowls (with rice noodles) and vegan options (using tofu and Custom Culinary® True Foundations® Thai Style Vegetable Broth) can be served, too!
- Continue to generate excitement with designated “Noodle Bowl Days” on specific days of the week.



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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