



Korean Bibimbap is a versatile rice bowl dish—a favorite comfort food that combines rice, pickled and stir-fried vegetables, and topped with meat or a fried egg.

Trends

- After a couple of years in the limelight, Korean, Thai, and Vietnamese dishes are making way for a new wave of Asian cuisines like Malaysian and Singaporean.
- Noodle dishes and soups remain quite popular—ramen, udon, and pad thai, but also laksa and cold soba salads.
- Any and all things coconut: whether it's coconut milk for silky creaminess, toasted flakes for tropical crunchiness, or shredded flakes for sweetness, this ingredient is a simple way to lend creativity and of-the-moment flavor to a variety of recipes.
- Impress the entire table by serving a whole fish accented with herbaceous notes like cilantro, lemongrass, and fresh basil.
- As diners' palates become more worldly, their penchant for heat increases: don't be afraid to use jalapenos, Serranos, and Thai chile peppers in both hot and cold recipes.
- Asian desserts are very fruit-centric; experiment with the tropical flavors of Buddha's hand, dragon fruit, lychees, and passion fruit.

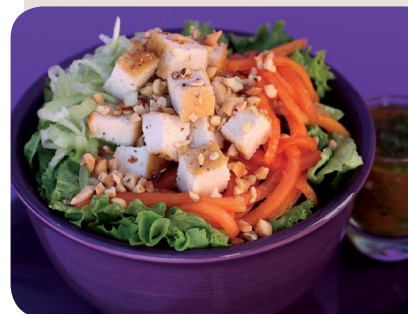


Suggested Pairings

- Ready-Set-Serve (RSS) Washed & Trimmed (W&T) Cilantro: Cilantro's fresh, citrusy flavors are a key part of Indian and Southeast Asian cuisines; use it with avocados, coconut milk, raw onions, tomatoes, and fresh seafood.
- Markon First Crop (MFC) Mushrooms: Mushrooms impart a deep umami flavor that is integral to many Asian recipes. Pair with eggs, spinach, tofu, and cruciferous vegetables like broccoli and bok choy.
- RSS Triple-Washed Spinach: Use raw in salads and fresh rolls or cooked in dishes such as broth-based soups, rice bowls, and stir-fries.
- RSS Lime Juice: Bright and acidic, lime juice adds balance to recipes like ceviche, guacamole, and Tom Kha soup.
- RSS Carrot Matchsticks: Subtle sweetness makes carrots an ideal partner for cucumbers, curry sauces, potatoes, and fresh ginger; use them in bibimbap, pad thai, and stir-fried beef.
- RSS Peeled Garlic: Garlic packs a punch—and lends its power to subtler ingredients such as cabbage, green beans, noodles, and shrimp. Integral to many Malaysian and Thai curry pastes, it also flavors such favorites as laksa, Korean chicken wings, and stir-fries.

Asian Essentials

- Coconut
- Shiso Leaf
- Tat-Soi
- Green Tea
- Dashi
- Noodles
- Sansho
- Kimchi
- Yuzu
- Gochujang
- Ginger
- Broccoli



- Bok Choy
- Thai Chiles
- Shredded Carrots
- Cilantro
- Lime Juice
- Coconut Milk
- Garlic
- Fresh Spinach
- Cabbage
- Curry

Usage Ideas

RSS W&T Cilantro

- Flavor India's favorite fried snack potato-pea samosas with chopped RSS W&T Cilantro and toasted cumin seeds
- Lend citrusy notes to soups such as pho, tom kha gai, and tom yum
- Be sure to include cilantro, Thai basil, lime wedges, green onions, and spicy chile peppers when serving the on-trend broth soup Vietnamese pho
- Elevate brown and white rice sides with chopped RSS W&T Cilantro and RSS Lime Juice

RSS Lime Juice

- Larb (chopped chicken lettuce wraps) is drenched in the sour flavors of lime, making it a refreshing warm-weather dish
- Drizzle RSS Lime Juice over chopped watermelon and serve over ice—even better with chopped MFC Mint!
- Lime juice can soften the flavors of salty sausage and briny shrimp in Thai or Chinese fried rice dishes
- Cocktails get exotic with the addition of RSS Lime Juice and tropical ingredients such as RSS Pineapple Chunks, rambutans, Kaffir lime leaves, and kumquats



RSS Triple-Washed Spinach

- Dress spinach with house-made vinaigrette made with rice wine vinegar, sesame oil, ginger, and artisan soy sauce
- Saag paneer is a mellow Indian dish that combines cheese curds with creamed spinach
- Offer vegetarian dumpling options by substituting steamed RSS Triple-Washed Spinach rather than pork as filling
- Give sautéed spinach side dishes Chinese or Japanese accents with dark sesame oil and black sesame seeds

RSS Carrot Matchsticks

- Serve pickled RSS Carrot Matchsticks as an appetizer or to give balance to rice pots and meat stews
- Garnish creamy soups like lemongrass-carrot or curried cauliflower with RSS Carrot Matchsticks and chopped RSS W&T Green Onions
- Sauté RSS Carrot Matchsticks with honey and Hoisin sauce; when tender, serve aside spare ribs or braised tofu
- Toss carrots into any variety of noodle dishes for extra color and crunch

RSS Peeled Garlic

- Serve gyoza and shu mai dumplings into garlicky dipping sauces
- Korean fried chicken combines a familiar recipe with the bold flavors of garlic, ginger, gochujang, fish sauce, soy sauce, and brown sugar
- Kimchi is popping up on non-Korean menus from coast to coast; offer it as a garlicky condiment or feature it in an appetizer



Vietnamese Fresh Rolls: Fill with a variety of fruits and vegetables, noodles, and proteins like shrimp or tofu



5-Star Food Safety

- Every case of RSS, MFC, or ESS you purchase from a member distributor has met or surpassed Markon's unparalleled standards for food safety.
- Our 5-Star Food Safety® Program is based on specifications, inspections, and information at five key points: fields, facilities, transportation, distributor warehouses, and operator kitchens.

Sustainability

- Markon was the first to test sustainable practices that result in specific, verifiable, and measurable data; we continue to set new benchmarks, meet them, make adjustments, and pass these standards along to the rest of the produce community.

