

SIGNATURE
FLAVOR

MEXICAN MASH-UP

BY KATIE AYOUB

Today, global mash-ups are bigger than ever on menus. In fact, they're becoming so common that menu differentiation in this large category becomes even more important. Intriguing textural contrast and bold flavor combinations are the keys here, and Mark Garcia, director of foodservice marketing for Avocados from Mexico, expresses that beautifully in this Bulgogi Taco. Every element is mindfully constructed, creating a signature experience. Bulgogi, a Korean barbecue beef dish, is tucked into a grilled tortilla with kimchi fried rice, pickled red cabbage, mango, bok choy and sesame-crusted avocado. The build is finished with a flavor-forward avocado-gochujang crema.

"A unique trait of avocados is that they not only fit into a wide range of global cuisines, but complement and enhance those global flavors," he says. "Avocados have the unique ability to provide subtle flavor, a creamy, craveable texture, and their inherent richness carries forward the bold flavors they're paired with, which makes them an excellent addition to many global cuisines and flavor fusions." Avocado add-ons also provide an upgrade opportunity—consumers are willing to pay up to \$2 more for fresh avocado across all restaurant segments, according to Technomic. By crusting the avocado with sesame seeds and also making a bold crema, Garcia is upping the game in global mash-up delivery. "The crema, made with avocado, gochujang, lime and sour cream, marries the best of Mexican and Korean flavors, providing the cooling touch of a classic crema with the funky heat of gochujang that diners crave."

THE CREMA

AVOCADO TEMPERS THE SPICY/SALTY GOCHUJANG, MAKING IT A LUSCIOUS, VELVETY SAUCE

THE RICE

FRIED RICE IS MAKING A COMEBACK. HERE, IT FITS WITH A BULGOGI PROFILE, STUDDED WITH KIMCHI

THE CRUNCH

FURIKAKE OR TOGARASHI ARE GREAT SUBSTITUTES FOR THE SESAME SEEDS, SAYS GARCIA