



C-Store Exclusive
Quarterly E-Newsletter

WHAT'S YOUR SIGNATURE SAUCE?



Revamp your foodservice offerings without *really* doing anything different. Just introduce a new sauce!

What kinds of sauces do you offer? Ketchup, mayo, ranch? Nothing much there to get excited about. Our suggestion for you this quarter is to make, market, and serve a Signature Sauce with the wraps, sandwiches, wings, and pizza you're already selling.

Best case scenario: you'll create a little cult following among your foodservice regulars. Worst case scenario: you have one more sauce for customers to try at your condiment bar.

Why Sauce?

Start with this Boom
Boom Sauce Recipe:

When it comes to foodservice snack foods, specific flavors can really make them stand out - especially when applied through a sauce. Sauce is an easy, inexpensive way to add quality flavors to simple foods, plus 52% of consumers want to try new flavors in dips and sauces.¹

You can appeal to consumers looking for trendy flavors like hot honey, buffalo, or Nashville hot (We have application ideas for those flavors [here!](#)), or you can get people curious about something new and exclusive to your c-store.

A signature sauce doesn't have to be difficult to make. You can use our Boom Boom Sauce recipe and rename it something unique to your store.

1 cup mayo
3 Tbsp. ketchup
3 Tbsp. sweet chili sauce
1 Tbsp. sriracha
½ tsp. garlic powder
¼ tsp. onion powder

Boom Boom Sauce is a common name for a house-made sauce containing mayo, sweet chili, sriracha, ketchup, and other optional ingredients. It can also be called Bang Bang Sauce or Bangin' Sauce. It's a favorite on school lunch menus, and it has recently started showing up in c-store foodservice.

Some Saucy Application Ideas



Chicken Snack Wrap with Boom Boom Sauce

Make some simple, delicious chicken snack wraps using fried [chicken strips](#), lettuce, tomato, bacon, cheese, and small tortillas. Serve your signature sauce on the side.

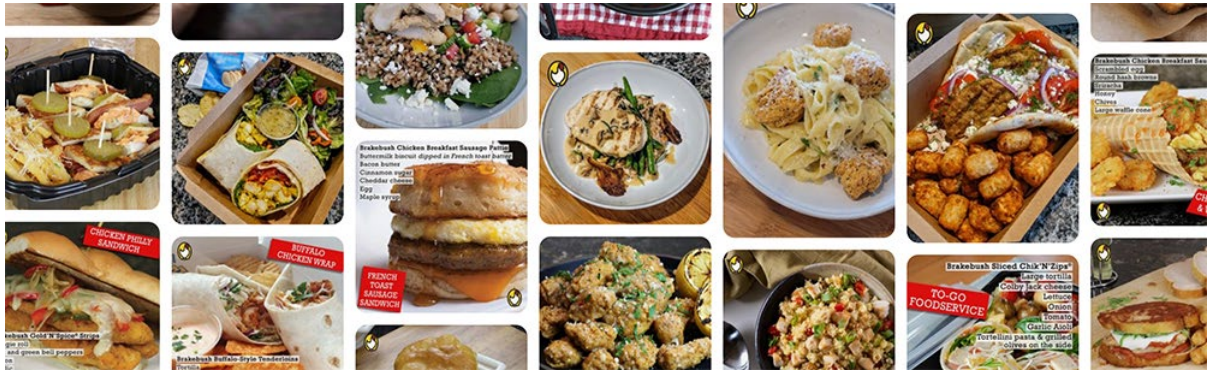


Chicken Bacon Ranch Sliders with Boom Boom Sauce

Bake these delectable sliders a panful at a time to fill your hot case with irresistible grab-and-go snacks that will fuel your customers throughout the day. Here's the [recipe](#).

Interested in these ideas or products?

CONTACT US



Want more c-store foodservice inspiration?
Follow our [C-Store Pinterest Board](#) or check out the [C-Store Ideas](#) on our website!

Source 1: T. Hasegawa's "Trending Flavors and Ingredients: Dips and Sauces" 2022.

www.brakebush.com

