



Globally Inspired Flavor Solutions®

SUPHERB FARMS TARGETS REGIONAL CHINESE AS LATEST “TRENDING NOW” CUISINE OPPORTUNITY

*58% of Consumers Would Like Restaurants to Offer More Regional Chinese Fare on Menus**

Turlock, CA (November 2019)—In its latest *Trending Now* white paper, SupHerb Farms targets Chinese cuisine, one of the most popular ethnic gastronomies in the US, to explore what differentiates its regional cuisines and why each appeals to a wide and growing audience. Because of its vast size, each region’s cuisine has evolved to reflect its climate, geography, history and lifestyle. SupHerb Farms focuses on the eight regions listed by most contemporary sources: Sichuan, Hunan, Cantonese, Fujian, Zhejiang, Jiangsu, Shandong and Anhui.

The report delves into the nuances of each cuisine: outlining outstanding flavors, prominent ingredients and characteristic cooking techniques, and highlighting regional ingredients to watch, such as Sichuan peppercorns and XO sauce. As two of the most popular cuisines—Sichuan and Hunan—are known for their heat, the report also describes and rates the heat index of Chinese chile peppers.

Not surprising, menu opportunities abound for Regional Chinese cuisine. According to Technomic’s *2018 Ethnic Food & Beverage Consumer Trend Report*, just 47% of restaurant operators menu Chinese dishes or flavors. Gen Zers, who prefer Chinese fare to any other ethnic cuisine, would welcome more Chinese foods and flavors on menus. And Millennials would like to see more restaurants dedicated to offering Regional Chinese fare.

For a deeper dive into Regional Chinese cuisines, the complete report is available on the Supherb Farm’s [Knowledge Center](#). For more information about SupHerb Farms’ customized product capabilities and the company’s IQF Culinary Herbs, Specialty Vegetables, Purées, and SupHerb Farms Fusions® Culinary Pastes and Blends, visit [SupHerbFarms.com](#). For samples of SupHerb Farms products, call 800-787-4372 or use this [product sample request form](#).

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About SupHerb Farms®

SupHerb Farms, headquartered in the heart of California’s San Joaquin Valley, is a leading supplier of fresh tasting ingredient solutions for foodservice operators and food manufacturers. The Company’s offering includes an extensive selection of IQF Culinary Herbs, Specialty Vegetables, Purées, and SupHerb Farms Fusions® Culinary Pastes and Blends. The company was founded in 1992, and with its owners’ rich history, brings more than 170 years of experience in herbs and seasonings to life in food and beverage menu items and retail products. As an agriculture-based business, SupHerb Farms is committed to responsible stewardship of the environment and to a multi-level food safety program.