



YOUR PLAYBOOK FOR
THE SUMMER OF SOCCER

HUNGRY GAMES

- HOW TO PREPARE
- WINNING MENU IDEAS
- GOAL SCORING PRODUCTS
- ATTRACT CROWDS

104 MATCHES.

39 DAYS.

+\$1.9

BILLION IN
U.S. FOODSERVICE
SALES.



BUILD YOUR GAME-WINNING MENU.

THINK SHAREABLES

Build your menu around items that bring people together and keep the table engaged.

THINK ALL-DAY

Matches start early. Consider a few simple breakfast specials with proteins you have on menu to capture traffic, morning to night.

THINK BIG FLAVOR

Soccer fans are looking for standout foods that match the excitement of the biggest event of the year.

THINK VERSATILITY

Stock up on products that can work for you in a variety of creative applications.

THINK SPEED-TO-PLATE

Make it easier on your back of house and quick to table for hungry guests.

SHAREABLES

PLEASE CROWDS. SIMPLIFY BACK OF HOUSE.

Game days are built on shareables. The key is speed and consistency. Fully cooked, labor-friendly proteins allow you to move tickets quickly without sacrificing flavor. These builds are designed for batch prep, fast assembly and high perceived value during peak match times.

**62% OF CONSUMERS
ARE LIKELY TO
ORDER AN APP
WHEN WATCHING
SPORTS.***

*DATASSENTIALS KEYNOTE REPORT 2025

Shareable appetizers like loaded fries and nachos are big hits, as well as baskets of chicken tenders with unique flavor profiles and dipping sauce pairings.



[See how FLASH 180® Battered Sous Vide Chicken Tenders can add speed and creativity to your kitchen.](#)

73% OF APPETIZER OCCASIONS HAPPEN IN GROUPS— DRIVING BOTH TRAFFIC AND MARGIN, ESPECIALLY BEYOND MEAL WINDOWS.*

*DATASSENTIALS 2025



Fried Chicken Bao Buns with FLASH 180® Battered Sous Vide Chicken Tenders



Loaded Dirty Fries with AUSTIN BLUES® Hardwood Smoked Pulled Chicken

BREAKFAST



**VERSATILE MEATS.
ENDLESS
CREATIVITY.**

With matches happening around the clock, operators have more opportunities to utilize breakfast applications to drive traffic beyond traditional meal times.

**CONSUMERS ARE
INCREASINGLY
LOOKING FOR
PROTEIN-FORWARD
BREAKFAST OPTIONS.***

*TECHNOMIC, BREAKFAST CONSUMER TREND REPORT, 2025

Use the same proteins to build breakfast, lunch and late-day menu items without adding complexity. Protein-forward options like burritos, tacos and hashes deliver the speed and flexibility needed to meet demand from early kickoff through late-night play.



AUSTIN BLUES®
Pulled Pork Benedict



Huevos Rancheros with
CAFÉ H® Chicken Carnitas



Breakfast Chilaquiles with
CAFÉ H® Chicken Carnitas



Omelet with CAFÉ H®
Chicken Carnitas

**SAVE TIME AND LABOR
AND PILE ON BOLD
FLAVOR WITH
AUTHENTIC SMOKED
MEATS, TRADITIONAL
MEXICAN MEATS AND
FLAME-SEARED MEATS.**

AMERICA'S BEST



Game day is about bringing people together—and familiar favorites make it easy. American comfort foods like BBQ, fried chicken and handheld classics fit seamlessly into high-energy, social occasions.

**WITH TASTE DRIVING
56% OF DINING
DECISIONS, OFFER
GLOBAL FANS THE
BEST OF AMERICAN
COOKING. GET
CREATIVE WITH
AUTHENTIC BBQ,
FRIED CHICKEN AND
COMFORT FOODS.***

*DATASSENTIALS 2025

These formats are easy to execute, easy to share and easy for guests to say yes to, making them a dependable way to drive traffic and keep menus approachable during peak match moments.



California Club with HORMEL®
BACON 1™ Perfectly Cooked Bacon



Spicy Smokehouse Flatbread with AUSTIN
BLUES® Pit Smoked Brisket

**PREMIUM FULLY
COOKED BACON
CREATES A
MEMORABLE GUEST
EXPERIENCE AND
SAVES BACK OF
HOUSE TIME, LABOR
AND MESS.**

AUSTIN BLUES® Texas Prime Brisket Sandwich



GLOBAL FLAVORS

WITH 70% OF OPERATORS REPORTING INCREASED DEMAND FOR GLOBAL FLAVORS, THE OPPORTUNITY FOR WORLDLY TAKES ON SANDWICHES, FRIES AND TACOS IS A NO-BRAINER.*

*DATASSENTIALS GLOBAL FLAVOR KEYNOTE 2025

Global games draw global fans. Soccer is the most popular sport in the world and global flavors are trending up on menus across the country. Take advantage of the opportunity by using fully cooked, simply-seasoned proteins ready to take on the international flair you bring to the table.



SMASHERS & SLIDERS

CAFE H® Beef Barbacoa Sliders

Smash burgers and sliders are increasingly popular choices on today's menus. Give guests what they crave and make your operation a destination with one-of-a-kind builds. Premium proteins let you bring exciting flavor profiles like Nashville Hot, Sweet Heat and Loaded Nacho to your handheld menu offerings.

**GET SMASHED.
SMASH BURGERS ARE
SMASHING SALES WITH
+60% YEAR-OVER-YEAR
MENU GROWTH AND
+472% OVER 4 YEARS.***

*SMASHBURGER DATASSENTIALS REPORT 2025



**CHECK OUT THE
SMASH BURGER SERIES**





GOAL SCORING PRODUCTS



HORMEL® BACON 1™
PERFECTLY COOKED BACON

We provide premium, indistinguishable from raw quality bacon. You plus up applications all day long with way less prep time, less mess and less labor.



AUSTIN BLUES®
SMOKED MEATS

We provide the pitmaster crafted, simply seasoned 100% hardwood smoked meats. You create plates of BBQ the whole world can cheer on.



HORMEL® FIRE BRAISED™ MEATS

We provide flame-seared flavor and juicy, slow cooked tenderness. You take simply seasoned meats with endless plate potential all around the globe.



FLASH 180® BATTERED SOUS VIDE CHICKEN

We provide the game changing chicken. You cut fry times by more than half with the most customizable, most tender chicken on the market.*

*Based on independent tests using raw chicken breasts and conventional fully cooked chicken breasts, cooked in a deep fryer at 350°F.



CAFE H® GLOBALLY INSPIRED PROTEINS

We provide authentic Mexican-style meats. You take on-trend bold flavors and caramelized textures across your menu.

GET THE WORD OUT

BE SOCIABLE. 90% OF GEN Z VISIT RESTAURANTS TO TRY FOOD OR DRINKS SEEN ON SOCIAL MEDIA WHILE 73% OF MILLENNIALS USE SOCIAL MEDIA TO FIND NEW PLACES TO TRY.*

*MINTEL AI RESPONSE 2025

Promoting your operation on your social media channels is essential, especially for large cultural events and attracting new customers. But don't worry. It doesn't have to be complicated, and it doesn't have to look professionally produced. Be authentic. Involve your team. And celebrate your operation, your menu and your personality.



PROMOTION

VIDEOS GAIN THE MOST EYES. HERE ARE A FEW “HOOKS” TO CREATE SUMMER OF SOCCER BUZZ FOR YOUR OPERATION.

- **BOH Soccer Celly**—Show BOH team members celebrating menu creations soccer style with knee slides, jersey removals and group pile-ons.
- **FOH Soccer Drama**—Show a clip of a soccer player dramatically overreacting to a penalty. Quick cut to a FOH team member in the same position dramatically talking about your menu specials.
- **Soccer Anthem**—Soccer fans have chants and anthems for their teams. Create a unique anthem for your operation and show team members and guests singing your message.





Looking for more ideas, insights and inspiration like this? Find more here:

hormelfoodservice.com/cultivated-culinary