

AROUND THE WORLD IN SANDWICHES: DISCOVER GLOBAL APPROACHES.

Consumer flavor preferences are constantly changing, but the love for handhelds is not. In fact, sandwiches are a great way to let your patrons explore global and complex flavor combinations.²

- **Middle Eastern Offerings:** These sandwich flavors are driven by various protein offerings, including shawarma, kebab, gyros and falafel; wrap carriers; and an abundance of flavorful condiments and sauces, such as toum, tzatziki or tahini.
- **Asian-Inspired Stacks:** Up the ante with unique carriers, including bao and bánh mì buns, plus pickled vegetables and craveable sauces (think spicy Korean gochujang aioli or Indonesian sambal relish) to bring your sandwiches to the next level.
- **Latin-Influenced Flavors:** One of the most famous sandwiches is the Cuban, with its roast pork, ham, Swiss cheese, dill pickles and mustard. Or consider the Puerto Rican jibarito that subs bread with fried green plantains.

“Sandwiches continue to be a very important part of menus because they’re portable, they’re easy, and they’re a great vehicle for all types of flavors.”

—Chef Michael Gurevich

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Powerhouse sandwiches start with premium ingredients that deliver on flavor, versatility and profitability. With Kretschmar® deli meats and cheeses, operators can build signature handhelds that deliver an impact on the plate and on the bottom line.

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“When it comes to my sandwiches, one thing I never compromise on is bacon. We go through so much of it.”

—Chef Michael Boswell



Bacon Ranch Crunch Club Sub

OUR MASTER SANDWICH CHEFS

DANIEL BOLAND

Daniel's Charcuterie,
Park Ridge, IL

MICHAEL BOSWELL

Gateway Subs,
St. Petersburg, FL

JOHN PAUL DEMIRDJIAN

The Captain's Room,
Villa Park, IL

MICHAEL GUREVICH

Mike & Patty's,
Boston, MA

Tasty Tidbits:

83%

of consumers say a well-made sandwich is one of their favorite comfort foods.¹

61%

of consumers eat at least one per week at foodservice locations.²

¹Technomic, Sandwich Consumer Trend Report, 2023
²Technomic, Sandwich Consumer Trend Report, 2022

WHY SANDWICHES WORK HARD—WITHOUT ALL THE HARD WORK.

With widespread consumer appeal, operational flexibility and a strong financial upside, sandwiches are the cornerstone of restaurant menus. Here are some layers to why they're the easy way to boost traffic and loyalty:

- **High Profitability:** Sandwiches deliver strong margins given their simple assembly, customizable ingredients and ability to utilize existing inventory. This is amplified by trends showing consumers seeking portion control, affordability and variety.¹
- **Broad Consumer Demand and Frequency:** Sandwiches are a proven crowd-pleaser, spanning dayparts from breakfast to late-night snacks. Technomic data shows growth in morning and afternoon occasions, where sandwiches serve as affordable alternatives to full meals. This leads to steady traffic among the younger generations.¹
- **Operational Efficiency and Versatility:** Sandwiches minimize waste and labor while helping to maximize creativity. Similar to bowls and salads, sandwiches allow for customization opportunities. Consider the addition of global flavors, LTOs, and other stacked offerings and formats to help boost excitement.



Vermont Grilled Cheese



Sandwiches have been around forever, the price point is right, and they're not going anywhere.
- Chef Daniel Boland

An exceptional sandwich is more than just ingredients between bread; it's an art form. The following components help you strike the right balance of textures and flavors to create an ideal eating occasion:

Bread: The Foundation

- Bread sets texture (crisp, chewy, soft) and flavor tone (neutral, nutty, spiced, etc.).

Protein: The Star of the Sandwich

- Proteins anchor the flavor, deliver on satisfaction and command premium pricing.

THE ANATOMY OF A GREAT SANDWICH

Spreads and Sauces: The Flavor Binder

- Think of **acidic and tangy** (Dijon mustard, vinegary BBQ sauce, chipotle aioli), **creamy and rich** (herb mayo, remoulade) or **sweet and fruity** (apple butter, fig jam, mango chutney).

Cheese & Accoutrement: The Counterpoint

- For your other sandwich accompaniments, look for ingredients that deliver on texture (crunch), a "pop" of flavor with acidity, or heat with chiles/chile crisp.

The heart of any sandwich is the protein itself. And you cannot take shortcuts with the main event of the sandwich.
- Chef John Paul Demirdjian

