TRENDS

Americans love the flavor, comfort and creativity chefs can deliver with a simple sandwich. Portable, convenient and incredibly popular, sandwiches are taking over menus across the country. Excluding burgers, they accounted for 5.3 billion servings at quick-service restaurants from July to December 2012, a 2 percent increase over 2008, according to The NPD Group (The NPD Group/CREST®, year ending December 2012). The Foodservice Research Institute reports that restaurant menus have an average sandwich incidence level of 77 percent.

Pork sandwiches in particular are growing in popularity, according to Datassential, with menu frequency increasing 17 percent since 2008 and accounting for 25 percent of nearly 3,500 menus recently surveyed.

Full-service restaurants are also serving more sandwiches with category incidence up 20 percent over the last five years in cutting-edge independents alone, and a 13 percent increase in casual independents, according to the Foodservice Research Institute. With competition heating up, chefs are looking to put their stamp on traditional favorites like the classic ham and cheese or hoagie. Simple egg-and-bacon combos have become elaborate presentations eaten at breakfast, lunch or dinner. Paninis now come stuffed with barbecue and slow-roasted pork. Fresh interpretations elevate the sandwich category even further, leading to new, delicious, and cost-conscious ways to showcase pork between bread.

Better Breakfast-Style Sandwiches

The pork-and-egg breakfast sandwich is a QSR classic. As sandwiches continue to rise, they’ve become all-day items, according to Technomic. In fact, sandwiches appeared 8.1 percent more often on lunch and dinner menus since the start of the year. Bacon versions lead with a 30 percent menu frequency rate, followed by ham at 23.7 percent and sausage at 22.9 percent.

At Found, a local focused American Bistro, in Evanston, IL, Executive Chef Nicole Pederson and Sous Chef Ryan Brosseau offer a peameal bacon sandwich topped with a fried sunny side up egg and pork jus-infused mayo inside
a brioche bun. Peameal bacon resembles what Americans call Canadian bacon, explains Brosseau, an Ontario native. It’s made from cured and cooked pork loin rolled in meal made from dried peas to make it easier to store, thinly sliced and quick-fried.

**The New Sub**
Hoagie-style subs are the perfect, portable vehicle for showcasing pork. The popularity of hoagies and subs has risen in recent years, according to the Foodservice Research Institute, which noted a more than 5 percent menu share at restaurants nationwide, just behind traditional bread.

At Paesano’s Philly Style in Philadelphia’s Italian Market on South 9th Street, owner Nathan Baynes and chef Peter McAndrews developed a sub stuffed with roasted suckling pig, Italian long hots, broccoli rabe and sharp provolone. Zingerman’s in Ann Arbor recently added the Reina’s On a Roll – a pork meatball hoagie with pomodoro sauce and melted provolone, which sandwich line sous chef Laura Wonch said was an instant hit.

The Black Sheep in Richmond, VA has also seen a boost in sales of its two-foot long French bread subs. Chef Kevin Roberts calls them “battleships” – each named after a different U.S. warship.

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The U.S.S. Congress, a barbecue pork-topped sub, rakes in a majority of the sales. The chipotle honey-rubbed pork shoulder slow-roasts for six to seven hours, then it’s pulled and served with tomatillo barbecue sauce, cumin- and coriander-pickled Mexican cabbage and grilled pineapple. Though Roberts changes up his battleships every so often, the U.S.S. Congress has remained on the menu since the restaurant opened five years ago. Originally served with Mahi Mahi, Roberts’ switch to pork drew more interest – he now runs through about 50 pounds of shoulder a week for this sandwich alone.

**Porkier Paninis**
According to Technomic, paninis are the most popular way to enjoy a pork sandwich. Now, chefs are taking paninis to the next level with classic favorites like barbecue pulled pork.

At Rub’s Backcountry Smokehouse in Chicago, Chef Jared Leonard added a pork panini to the menu to cater to the area’s strong college student presence, as well as a way to cater to women and families looking for a smaller, easier-to-eat meal versus a larger plate of protein.

“We have people who come to the restaurant a couple times a week so we have to stay creative by using barbecue in different ways – and offering different
sandwiches is the easiest way to do that,” says Leonard. “Barbecue purists usually just want meat on bread, but other customers order the panini as a fancier way to eat pulled pork.”

The pork panini starts with meat smoked in an outdoor smoker for about 14 hours, then pulled to order and stuffed between two slices of Italian bread with smoked provolone and a spicy apple chutney infused with apple cider vinegar and mustard seed. Then the sandwich is cooked on the wood-fired grill, using a steak weight as a press. Reinterpreting authentic dishes as an additional menu item can offer broader appeal of a classic to help grow sales.

Dave Danhi, owner of The Grilled Cheese Truck in L.A. and Phoenix, puts a twist on classic grilled cheese with his Cheesy Mac and Rib, a pressed sandwich filled with smoked pulled pork rib meat and homemade macaroni and cheese with caramelized onions and gooey sharp Cheddar.

Danhi also transformed Southern smothered pork into a grilled cheese. Instead of heavy gravy and a thick pork chop, Danhi chops the loin into bite-sized portions and serves it with a beet-apple sauce and optional, lighter gravy made from the cooking juice. “People like the affordable comfort food that trucks offer, so pork sandwiches are always a hit,” he says.

Ham and Cheese
Even though the ham sandwich is the most consumed sandwich in America, gone are the days of plain ham and cheese as chefs seek new twists on the classic pairing.

“Pork lends itself very well to different cheeses,” Danhi says. “The most classic is a croque monsieur with ham and creamy Gruyere. And then you have Havarti, taleggio, brie or sharp Cheddars, even homemade American.”

At Zingerman’s Deli in Ann Arbor, Wonch led the recent menu expansion that included new pork combinations, including a ham and cheese twist.

The new Davey’s Deep Purple comes with Tasso ham spiced with cayenne, garlic and Cajun flavors, topped with a locally made, cabbage-beet-ginger “sauerkraut” with Swiss cheese and mayo on a grilled paesano roll. “We had been selling the Tasso ham for awhile but it was never a huge seller because people didn’t know much about it, so we wanted to use it in a
more unique, recognizable way,” Wonch says. A classic ham-and-Swiss-meets-Reuben version presented that opportunity.

Wonch says she felt honored to be recently “knighted” with another ham and cheese twist in her name – the seasonal Laura’s Asparashazham!, a pepper ham and Zingerman’s creamery-smoked mozzarella with asparagus on grilled sourdough.

**Selling Sandwiches**
Consumers love the convenience; but chefs love sandwiches for the sales potential.

“Sandwiches are great because they are easy to share and a lot of fun,” Pederson says, noting that they also help her keep costs down while offering a tasty, affordable treat, whether eaten alone or shared as a group.

The simple setup – two slices of bread and a protein – means the creative and pragmatic options are endless. Sandwiches can make use of extra pulled pork; pressed with cheese, they can reinvent a classic comfort dish. And the pairing possibilities can push extra product out the door. In a cost-conscious kitchen, pork and bread mean profit – while staying on-trend.
DID YOU KNOW?

PORK: THE FASTEST GROWING PROTEIN IN FOODSERVICE

A RECORD HIGH


OUTPACING THE INDUSTRY

Pork’s 2.6% increase exceeds the protein growth average (0.8%) and total foodservice industry growth (1.5%).

FRESH PORK LEADS

With an increase of 3.5% annually over the last two years, fresh pork has driven total category growth. Processed pork has also grown, up 2.3%.

GROWING CUTS

Carnitas meat, shoulder/butt and pulled pork are on top, with a compound annual growth rate of 8%, 6.6% and 6.4%, respectively.

Source: 2013 Volumetric Assessment of Pork in Foodservice, Technomic, Inc.

To learn more about building a better menu with pork, visit PorkFoodservice.org
A CONVERSATION WITH – Chef Goss

As Chicago’s Prince of Porc 2013 and the man in the kitchen at Publican Quality Meats, Chef Cosmo Goss knows his way around a delicious pork sandwich. Goss’ love of food is genetic – his parents own a restaurant in his hometown of Santa Barbara, CA. His butchery and salumi skills were honed at several restaurants, including The Hungry Cat in Santa Barbara and New York’s Gramercy Tavern and Le Bernardin. He eventually made the jump to Chicago to dive into charcuterie with Paul Kahan at The Publican. Kahan hand-selected Goss to head the meat operation at Publican Quality Meats, where he’s been serving up innovative and delicious sandwiches for the last year.

We sat down with Chef Goss to chat about building the perfect sandwich.

NPB: What inspired you to get involved in the culinary world and how did you make your way to Chicago?

Chef: My parents had a restaurant so I was brought up in the industry. I loved it so I stuck with it. I wanted to learn more about meat and charcuterie, and there was no better place than with Chefs Paul Kahan and Brian Huston at The Publican.

NPB: In general, what is your food philosophy?

Chef: Keep things simple, start with the best possible ingredients and let them shine. Don’t try to do too much to something. Brian (Huston) said it best, “It’s the farmers that make us look good.”

NPB: In 2012, you were named to Zagat’s "Chicago 30 Under 30" list. At 24 years old, some in the industry would consider you very young for the success you’ve had – to what do you attribute it?

Chef: I was very surprised and happy when I got the news; it’s all about the support of people around you. It’s never just about one person. Oh, and great PR.
**NPB:** Restaurant Hospitality recently said, “Sandwiches in America have never been more interesting and creative.” Do you agree? Why do you think sandwiches have gained so much popularity in recent years?

**Chef:** I do! Everyone is trying new things and different flavor combinations, which is amazing. But I don’t think we’re reinventing anything at the butcher shop. Our favorite things are simple takes on classic flavors.

**NPB:** In terms of building the perfect sandwich, do you have a formula for the right combination of meat, toppings, spreads, cheeses, etc.?

**Chef:** I don’t know that there is any formula; we just try the sandwiches over and over until we find the version we are most happy with.

**NPB:** In your opinion, what is the best way to put a new spin on a classic sandwich?

**Chef:** I’m not sure I have a good answer for that. Though recently, we took all the flavors of a classic Italian beef sandwich and put them into a sausage. I thought that was pretty clever.

**NPB:** At Publican Quality Meats, a lot of the sandwiches include pork as an ingredient. Why do you think pork works so well in sandwiches?

**Chef:** I think it comes from our access to amazing pork farms here in the Midwest, like I said earlier. It’s not us, it’s the farmers.

**NPB:** Can you tell us about your menu items with pork and your ideation process?

**Chef:** The Return of the Gyro was a dish Brian (Huston) and Paul (Kahan) had come up with for a charity event and absolutely loved. Its birth was actually almost a year before the sandwich shop opened. The sandwich features braised pork belly, raita, escalivada, pea shoots and calabrian chili orange vinaigrette
and is served on a griddled flatbread.

The Truffle and Tellegio sausage was our ode to the Avec Tellegio and Truffle Focaccia, and then Julie Robles took the idea and ran with it. Describe. The sandwich pairs the sausage with fennel, apple, snow peas, caraway and a Dijon vinaigrette served on a baguette.

The Italian is a version of a classic Italian deli sandwich thought up by Dan, one of The Publican’s cooks. We just use all of the things we had made in-house including cappicola, prosciutto cotto, mama lil’s peppers, provolone, aioli, tomatoes, onions, and pickles.

**NPB:** Can you tell us about sandwiches in terms of food costs? How do you feel sandwiches affect your bottom line?

**Chef:** Sandwich food costs are great, it lets us bring in really high quality pigs, we sell the chops in the case and use the hams and shoulders on sandwiches. We can really utilize the whole animal.

**NPB:** You also make almost all your own sausage and charcuterie in-house. It seems to be a passion of yours. Can you tell us about your process and why it makes sense for PQM’s business?

**Chef:** That was part of the plan from the beginning, to make everything in-house. Salami is probably my favorite because it is very different from most cooking. Most things we cook we know right away whether we have succeeded. For instance, if you cook a pork chop you know right after it’s done whether it tastes good or not. With salami we have to wait 3 months to a year before we can find out, you have to patient.

**NPB:** You were recently crowned the 2013 Chicago “Prince of Porc” and competed in the Grand Cochon competition at the Food & Wine Classic in Aspen. Can you tell us about your menu and what inspired you to create the dishes?

**Chef:** We focused on two main things: 1) Utilize the entire pig. Everything – belly, loin, skin, head, liver, kidney – and I think we did a good job with that. 2) Make it light. A pork-cooking competition can go hand-in-hand with heavy, robust food.
But the more I eat stuff like that, the less and less I care for it. I don’t like to sit down for lunch and feel the need to take a nap 30 minutes after.

The menu we ended up serving consisted of a pork pancake served with Publican’s house bacon, breakfast sausage and maple syrup. The mini meal continued with pork loin tonnato, nduja pudding with cuttlefish noodles and a blood sausage with aged balsamic strawberries. To end, the final dish was a version of churros and chocolate. Pork skin was dusted with cinnamon and served with pork jus chocolate caramel.

**NPB:** What are your top five favorite places to eat pork in Chicago and what are the dishes?

**Chef:** Tough question. I really like eating at places like Yusho and any of Chef Bill Kim’s restaurants. Mark Steuerat at the Carriage House is doing great things too. Maybe I’m biased but I love what David Posey and Perry Hendrix are doing at Blackbird and Avec. And I know I work there, but what Brian (Huston) has shown me at The Publican is pretty special too. All of the places change their menus so to pick my favorite pork dishes would be too tough – I’ve always enjoyed all of them.

**Avec**
615 W Randolph St
Chicago, IL 60661
(312) 377-2002
[www.avecrestaurant.com](http://www.avecrestaurant.com)

**Blackbird**
619 W Randolph St
Chicago, IL 60661
(312) 715-0708
[www.blackbirdrestaurant.com](http://www.blackbirdrestaurant.com)

**Carriage House**
1700 W Division St
Chicago, IL 60622
(773) 384-9700
[www.carriagehousechicago.com](http://www.carriagehousechicago.com)

**Publican**
837 W Fulton Market
Chicago, IL 60607
(312) 733-9555
[www.thepublicanrestaurant.com](http://www.thepublicanrestaurant.com)
RECIPE – All American Belly Burger

Ingredients
16 OZ PORK BELLY
2 Granny Smith apples, peeled and sliced
4 oz sharp Cheddar cheese, sliced
1 oz Rosemary mayonnaise, recipe follows
4 small hamburger buns

Rosemary Mayonnaise
1 TBL rosemary, finely chopped
2 cups mayonnaise, commercial

Preparation
Cooking Directions
Rosemary Mayonnaise:
1. Finely mince rosemary
2. Whisk rosemary into commercial mayonnaise

Belly Burgers:
1. Remove skin from belly and clean
2. Pulse in a food processor to six times
3. On a flat top cook burgers until 145 degrees F
4. Warm buns on griddle

Serving Suggestions
Assemble Burgers:
1. Spread rosemary mayonnaise on the insides of the both buns
2. Place the belly burgers on top of bottom bun, top with Cheddar and apples slices, cover with bun
RECIPE – Croque Monsieur with Pig Ear Frites

Ingredients
Croque Monsieur
1 PORK LOIN
As needed Chinese five-spice
As needed sourdough bread, sliced
1 lemon
As needed , Whipped Lardo Bechamel

Whipped Lardo Béchamel
1/2 cup lard
1 medium white onion, medium dice
1 bay leaf, fresh
2 cups flour
8 oz Gruyere cheese, shredded
48 oz milk, whole
As needed kosher salt
1 CUP PORK FAT, SCRAPED FROM PIG BELLY, WHIPPED TO 1 QT.
VOLUME
As needed tarragon, chopped

Preparation
Cooking Directions
Croque Monsieur:
1. Season and roast loin to 145 degrees F, save drippings
2. Slice loin 1/8-inch think, roughly 5 to 6 slices per sandwich
3. Zest lemon skin to open aroma, rub lemon on bread to infuse scent and toast bread
4. Top bread slice with pork slice and spoon whipped lardo over pork

Whipped Lardo Béchamel:
1. Heat lardo on low heat and add onions, sweat until soft and translucent
2. Add flour and keep on low heat until flour turns slightly golden and releases a nutty aroma, roughly 15-20 minutes
3. Whisk in cold milk, increase heat to medium and bring to a simmer for 30 minutes, stirring frequently
4. Stir in Gruyere cheese, set aside
5. In a separate bowl, whip lard from pork skin until white and fluffy
6. Fold in herbs and season to taste
7. Fold béchamel into whipped lard in small amounts so sauce does not break

**Serving Suggestions**

1. Serve with pickled salad or vegetables to cut richness of the sandwich
RECIPE – Malaysian “Roti John” Sandwich

Ingredients
Sandwich Garnish And Assembly
15 eggs
12 scallions, sliced
3 TBLS ginger, sliced
1 tsp salt
12 soft bread rolls, 6-inches
Trotter curry, recipe follows
As needed coconut, shredded and toasted
As needed, Kaffir lime chips

Trotter Curry
12 stalks lemon grass, sliced
2 tsp turmeric
2 TBLS black peppercorns
2 TBLS cumin seed
d2 TBLS coriander seed
8 red Fresno chiles
20 Kaffir lime leaves
15 shallots
20 cloves garlic
1 cup oil
2 TBLS salt
2 quarts coconut milk
6 POUNDS PIG TROTTERS, CLEANED

Pickled Mushroom
2 cups red bell pepper, sliced
1 quart mushrooms, sliced and smoked
1/4 cup cilantro, stems, minced
1 TBL black pepper, ground
As needed rice wine vinegar

Preparation
Cooking Directions
1. Combine eggs, scallions, ginger and salt. Beat well
2. Heat an 8-inch non-stick pan and add two ounces of egg mixture
3. Top egg mixture with bread cut side down. Cook until brown, flip and toast
4. Stuff bread with two ounces of trotter curry and pickled mushrooms
5. Repeat steps three through 4 for remaining sandwich rolls
6. Serve with toasted coconut and Kaffir lime chips

Trotter Curry:
  1. Combine lemongrass through garlic to make a spice paste
  2. In a rondeau, add oil and fry spice paste for five minutes
  3. Add salt, coconut milk, and trotters to the pot. Bring to a boil and pressure cook for 45 minutes.
  4. Cool and pull meat off into bite size pieces.

Pickled Mushroom:
  1. Smoke mushrooms to taste
  2. Combine all ingredients

**Serving Suggestions**
Yields 12 sandwiches
1. Serve chips in coconut shell
MENUING INFORMATION

America loves a good sandwich, and pork is key to making them more authentic and flavorful. From creative toppings to double, triple, and quadruple-pork sandwiches, chefs are taking the sandwich to new heights on morning menus and beyond. Read our menuing report to see what’s trending.

**Traditional Sandwiches with a Modern Twist**

The Reuben has been a mainstay on menus for decades; cutting edge chefs are giving it a pork makeover.

- Giovanni Pastrami, in Honolulu, HI, menus the “Original Kalua Pig Reuben” made with succulent Kalua pig, cooked in an underground oven, piled high with Swiss cheese, sauerkraut, and Russian dressing on rye bread.
- Bacon, an independent restaurant in Austin, TX, gives the traditional Reuben a bacon twist! The Bacon Reuben is made with corned bacon, Swiss cheese, sauerkraut, pickles and Russian dressing on marbled rye.

The Cuban sandwich is traditionally made with ham, Swiss cheese, pickles and mustard. Creative chefs are adding upscale ingredients and featuring different types of pork to give this classic new appeal.

- Grafton Street Pub & Grill, in Cambridge, MA, features a Cubano Panini. Keeping it authentic with ham and pulled pork, this sandwich features Tasso Ham and carnitas. But the flavor profile veers from the usual by replacing the Swiss cheese and mustard with Gruyere and cilantro aioli.
- Culinary Dropout, a Las Vegas, NV restaurant that “breaks all the rules” and is run by five-time James Beard nominee Sam Fox, offers an inspired Cuban. The Pork Belly Cubano is filled with pork belly, tavern ham, house pickles and Swiss cheese.
Ethnic Pork Sandwiches

The sandwich surge and the ethnic food trend are merging, with innovative ethnic sandwiches featuring pork appearing on menus from coast to coast. This global sandwich movement is materializing with Asian and Hispanic inspired sandwiches featuring flavorful pork combined with traditional ethnic flavors and sauces.

- Moonstones 110, located in Clemsford, MA, offers an Asian and a Hispanic-style pork sandwich, created by Executive Chef-Partner Robert Jean:
  - Rou Jia Mo Sandwich: Shanghai-inspired pork belly, bibb lettuce, cucumber-lime crema, and kimchi.
  - Choripán Sandwich: grilled chorizo, tomatillo escabeche, chimichurri, crunchy roll, and patatas bravas.

- Mill Town Lodge, located in Edmonds, WA, menus a Thai Pork Sandwich – pork marinated in lemongrass and ginger with pickled carrot, cucumber, cilantro and a lime-sh sauce aioli.

- SkyCity Restaurant, the revolutionary rotating restaurant in the Space Needle in Seattle, WA, features the Carlton Farms Pork Sandwich with coriander citrus mojo, shoyu ginger glaze, and carrot ribbons served on a baguette.

Restaurants are taking traditional barbecue pork sandwiches and weaving in global inspiration for complex flavor. Operators are adding these ethnic flavors through sauces and slaws.

- The Pig & Fish Restaurant, located in Rehoboth Beach, DE features a Thai BBQ Pork Sandwich with Asian slaw and a sweet Thai chili barbecue sauce.
- Mooncake Foods in New York, NY features a pulled pork sandwich with curry lime barbecue sauce and a Napa cabbage slaw.
- Cooper’s Hawk, a winery and restaurant in six states, menus an Asian BBQ Pork Tenderloin Sandwich with thinly sliced barbecue pork tenderloin, prosciutto, pineapple, Swiss cheese, ginger scallion mayo, and crunchy Asian slaw on sweet onion pocket bread.

Restaurants offering chorizo sandwiches are pairing the flavorful sausage with a traditional Hispanic cheese for added authenticity, and added flavor.

- Bar Bruno, in New York, NY, offers a Grilled Chorizo Sandwich with Manchego cheese, fried egg, avocado and frisée.
- Cheesie’s, a grilled cheese sandwich shop with two locations in Chicagoland, offers the Tradicion Sandwich, made with Chihuahua cheese, chorizo and fresh cut jalapenos served on Texas toast with a spicy chipotle mayo dipping sauce.
Innovative breakfast sandwiches are also jumping on the ethnic bandwagon.

- Culinary couple – Karen and Quinn Hatfield are the chef-owners of the Sycamore Kitchen, a bakery-café in Los Angeles, CA. This urban bakery features a Scrambled Egg and Chorizo Sandwich with melted Swiss cheese, roasted onion and griddled pan de mie.
- Malai Kitchen, located in Dallas, TX, offers a Ham and Egg Banh Mi – Vietnamese baguette, ham, egg, cucumbers, spicy aioli, sriacha, cilantro and Thai basil.

Pork Sandwiches With Creative and Tasty Toppings
Today’s customers are eager to try new flavors and toppings. Operators are responding to this demand by developing new and unique pork sandwiches with exciting spices and bold flavored cheeses.

Several restaurants are menuing pork sandwiches accented with the bold flavor of fennel.

- At Cutty’s, in Brookline, MA, owners Rachel and Charles Kelsey flavor two of their pork sandwiches with fennel:
  - Spuckie Sandwich – fennel salami, hot capicola, mortadella, Mozzarella, and olive carrot salad served on Ciabatta bread.
  - Pork Fennel Sandwich – slow roasted pork, pickled fennel, roasted garlic on a sesame seed roll.
- The Grove Café Market in Albuquerque, NM, offers a THE PORK sandwich – house roasted Berkshire pork loin, romesco sauce, fennel, arugula, lemon aioli, and an over easy egg on a toasted brioche bun.
- Stephanie’s On Newbury, in Boston, MA, menus a shaved black forest ham sandwich with honey roasted pears, aged sharp Cheddar, whole grain mustard, fennel slaw and baby arugula on pumpernickel bread.

Who doesn’t love cheese? Savvy operators are adding all types of cheeses to pork sandwiches to create over-the-top flavorful experiences.

- Closed for Business in Charleston, SC, features the Pork Slap Sandwich, made with a fried pork cutlet, house-smoked ham, Swiss cheese, green tomato chutney and house sauce served on a challah bread bun.
- The Happy Grilled Cheese Food Truck, which makes the rounds in Jacksonville, FL, menus a Southern Gentleman Melt, made with
pulled pork, pimento cheese, slaw and fried pickles.

- Russell House, in Cambridge, MA, offers a Hickory-Smoked Pork Loin Sandwich topped with melted Cheddar, crispy onions, sweet apples and ginger-maple aioli.

- Karen’s Bakery Café in Folsom, CA, offers a Porchetta Breakfast Sandwich made with roast porchetta, a fried egg, fresh Mozzarella cheese, and fresh tomato sauce served on a round rustique roll.

Pork, Pork, and More Pork Sandwiches
Restaurants in the know are going to epic lengths to layer different types of pork on one sandwich. These indulgent, over-the-top sandwiches generate excitement and showcase creativity with ingenious menu names.

- The Pickled Pig Pub in Rehoboth Beach, DE, offers the indulgent Pork Flatliner, made with a plethora of pork products. This sandwich features smoked pit ham, shredded pork, pork belly, bacon, smoked Cheddar, southern barbecue-style sauce and pickles on a toasted panini roll.
- Franks ‘N’ Dogs, an independent restaurant in Chicago, IL, features the Epic Pork-Gasm made with bacon sausage, bacon jam, whiskey-glazed pork belly, baconaise, chicharrons, and ham dust.

New Chain News

- Paradise Returned to Firehouse Subs on July 1 with their signature King's Hawaiian® Pork & Slaw Sandwich. This one-of-kind pulled pork sandwich breaks the mold of your typical barbecued pulled pork sandwich. It features stacks of 12-hour hardwood pit-smoked pork tossed with Firehouse’s signature gold barbecue sauce, melted pepper Jack cheese, topped with house made tangy coleslaw and piled high on a King’s Hawaiian sandwich bun. (569 units, HQ in Jacksonville, FL)

- McAlister’s Deli is celebrating summer with new limited-time promotions, available July 8 through September 29. The new menu offerings include three barbecue pulled pork items: (312 units, HQ in Ridgeland, MS)
  - Sandwich – Pulled pork, barbecue sauce, and coleslaw on toasted ciabatta bread.
  - Spud – Baked potato topped with tender pulled pork, barbecue sauce, and pickles.
  - Nachos – Smothered in pulled pork, barbecue sauce, and cheese sauce then topped with jalapeños, sour cream, and green onions.
- Caribou Coffee introduced the Ham & Cheddar Quiche as a permanent menu item system wide. (486 units, HQ in Minneapolis, MN)
Huddle House rolled out a limited-time Big Taste of Texas menu, including the Bacon’Que Sandwich Platter, featuring pulled smoked pork drizzled with barbecue sauce and topped with two slices of bacon, served with fries. (396 units, HQ in Atlanta, GA)

Jack in the Box rolled out the Big Waffle Stack made with two eggs, sausage, ham, American cheese and hickory-smoked bacon stacked between two toasted maple waffles. (2,255 units, HQ in San Diego, CA)

Joe’s Crab Shack rolled out new Southern-style summer dishes including:
- Corona Beach Bake – lobster, clams, sausage, shrimp, corn and potatoes steamed with a Corona chile-lime bath.
- Coastal Wave Steampot – Dungeness crab, snow crab, sausage, shrimp, corn and potatoes, finished with a Corona chile-lime bath.

On July 4th, Wendy’s launched its Pretzel Bacon Cheeseburger across the United States. The premium burger features cheddar cheese sauce, thick-sliced bacon, spring mix, tomatoes, red onion and sweet-smoky honey mustard, served on a toasted pretzel bun. (5,817 units, HQ in Dublin, OH)

SONIC Drive-In launched the limited-time offer Pretzel Dogs, just in time for summer and baseball season. They offer one that is topped with crisp bacon and warm melted cheese sauce. (3,556 units, HQ in Oklahoma City, OK)

Dunkin’ Donuts introduced a limited-time Hot and Spicy Breakfast Sandwich and a Hot and Spicy Wake-Up Wrap for summer. The sandwich features a spicy omelet patty with jalapeño peppers, red bell peppers and habanero pepper Jack cheese, two slices of bacon and a slice of white cheddar cheese on a plain bagel. The wrap includes one-half of the spicy omelet patty served with one slice of bacon and a slice of white cheddar cheese on a flour tortilla. Both sandwiches are available through August at participating Dunkin’ Donuts restaurants nationwide. (7,306 units, HQ in Canton, MA)

Pizza Ranch rolled out two limited-time Hawaiian-inspired menu items, the Meaty Tahiti Pizza and Aloha Salad. The pizza is topped with ham, red onion, pineapple, red pepper, green onion, Cattleman’s Classic barbecue sauce and a Mozzarella cheese blend. The salad contains romaine lettuce topped with bacon, red onion, sunflower seeds, raisins and an Oriental sesame dressing. (172 units, HQ in Orange City, IA)
WHAT’S HAPPENING – Menus of Change

The National Pork Board’s Director of Food Service Marketing, Stephen Gerike, and Assistant Vice President of Channel Marketing, Jarrod Sutton, attended the 2013 inaugural Menus of Change Leadership Summit at The Charles Hotel in Cambridge, Massachusetts from June 9-11.

Over the course of three days, CEOs, business leaders, company founders, scientists, chefs, educators, experts in the areas of consumer trends, sustainability, investments, and non-profit shared their experiences, strategies, and vision for the challenges facing the country and the industry at the convergence of public health, the environment, and the business of food.

General sessions examined topics such as demographics and capital investment; farm-to-table and international procurement; and the changing role of the chef as the food industry is being reshaped by concerns about obesity and health care costs, how food is produced and sourced, and declining global resources.

WHAT’S HAPPENING – Pork & CO

The National Pork Board attended the Food & Wine Classic in Aspen from June 14 – 17, 2013. NPB also hosted Pork & CO Industry, two events featuring small bites prepared by Old Major Chef/Owner Justin Brunson of Denver, CO, seafood from Rappahannock River Oysters, signature cocktails by Buffalo Trace, wine from Long Meadow Ranch and beer from Avery Brewing company served by Old Major’s Cicerone, Ryan Conklin.
Guests enjoyed tender, juicy and flavorful grilled Country Chops, porchetta with sautéed broccoli rabe, Redneck Oysters Rockefeller with creamy greens, pimento cheese and bacon, charcuterie, lard wrapped dates, clams and spicy chorizo a la Cataplana, and Country-Style Ribs with Buffalo Trace BBQ sauce.

Chef Chris Cosentino of Incanto and Boccalone added even more pork to the party with three sausages from Boccalone in San Francisco, CA. Guests also enjoyed slices of Edward’s Surryano ham from Surry, VA.

Special thanks to all the Pork & CO sponsors – Ranch 616, Rappahannock River Oysters, Buffalo Trace, Old Major, Who’s Hungry Magazine and Long Meadow Ranch for making the events spectacular.

WHAT’S HAPPENING – SF Chefs

The National Pork Board will be a Platinum Sponsor of SF Chefs 5th annual celebration of the food, wine, and spirits August 1 – 4, 2013 in San Francisco, CA.

They kick off Thursday with the Pork & Incanto party. The Pork Board has partnered with Chef Chris Cosentino for an event that showcases all things pork. From 12-2 pm on Thursday, August 1, attendees will enjoy small bites created in Cosentino’s signature style.

A line up of all-star chefs will man the Pork Board’s booth in the grand tasting tent Friday through Sunday. Chefs include Stephen Barber of Farmstead, John Fink of The Whole Beast, Tom Pizzica of Big Chef Tom’s Belly Burgers, and Lars Kronmark of The Culinary Institute of America. Throughout the weekend many other chefs will feature pork in their booths courtesy of the National Pork Board and California Pork Producers.