



GO
BIG



GO
HOME



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AMERICA,

AUTHENTIC TO THE BONE

Land of the free, home of the brave etc etc...

But us, chefs, also know America as home of some of the boldest, tastiest, meatiest food on earth.

That's why good, honest Americana has been an exciting feature on our menus for the last few years. Hungry diners love a plateful of pulled beef sliders or some smoky, sticky ribs.

But...



-THE-
Dream is free
BUT THE
HUSTLE
IS SOLD
Separately

WHAT'S NEXT?

America is damn big, and damn old, and is full of passionate, obsessive loud-talkin' chefs. That's why dining trends continue to fly out of the States hot and heavy, with no signs of running out of smoke.

The next meaty wave of American influenced pub & club grub is here, and it's all about **Authenticity.**

Surprisingly, traditional American food is based on simplicity; doing one thing well.

THAT'S WHY THE

Grind the beef, add some vintage cheese, finish with a smoky sauce, and pair with some traditional American sides.



AUTHENTIC,
ALL AMERICAN
CHEESEBURGER HAS BEEN
revolutionary
FOR MORE 90 YEARS.



But dig deeper and you'll find a whole mess of authentic, traditional, simple techniques and flavours.

Do them well, make them your own, keep your hungry diners full and happy and they'll be beating down your door for more.



AMERICAN CUISINE HIGHLIGHTS



GRABBING A HOT BITE WHILE ON THE GO IS A WAY OF LIFE ACROSS AMERICA.

FROM THE CROWDED BALL PARK, TO THE LOCAL FOOD TRUCK THAT'S BEEN THERE FOR GENERATIONS, THE MASSIVE DIVERSITY AND HOLD-IT-IN-ONE-HAND INGENUITY OF STREET FOOD BRINGS VIBRANCY AND EXCITEMENT TO THE FOOD SCENE.

GET INSPIRED AND DON'T FORGET THE NAPKINS!





This recipe draws its inspiration from Americans love of grits, especially down south. Use polenta as a crumb with prawns and fry baby fry! Served with zingy jalapeno mayo for a killer dipping sauce

POPCORN PRAWN ROLLS WITH JALAPEÑO MAYO

UNILEVER FOOD SOLUTIONS RECIPE



INGREDIENTS **Serves 10**

POPCORN PRAWNS

1.5kg Prawns, green, peeled and de-veined
300g Plain flour
8 x Eggs
5 g Knorr Chicken Stock Powder
400g Panko bread crumbs
200g Polenta

JALAPENO MAYO

300g Hellmann's Real Mayonnaise
50g Jalapenos, chopped
20g Coriander, chopped

SLAW

450g White cabbage
150g Red onion, peeled, thinly sliced
10 x Slices American burger cheese
10 x Burger buns

METHOD

1. Coat the prawns in the flour, then combined eggs and **Knorr Chicken Stock Powder**, then mixed bread crumbs and polenta. Deep fry until cooked and golden.
2. Combine **Hellmann's Real Mayonnaise**, jalapenos and coriander.
3. Cut and grill the buns. Assemble prawn rolls in the following order - bun base, slaw, popcorn prawns, jalapeno mayo, cheese and top bun.

CORN DAWGS

This is not just your average hot dog. It's the king of dawgs! Two iconic American foods smashed into one creating an explosive food experience like no other. Watch your diners devour these babies!

BBQ CORN DAWGS SALSA AND TOBACCO ONIONS

UNILEVER FOOD SOLUTIONS RECIPE



INGREDIENTS Serves 10

CORN DAWG BATTER

1 x Egg
150g Self raising flour
25g Sugar
2g Salt
250ml Milk
150g Polenta
10 x Hot dog sticks
10 x Sausages or frankfurters

SALSA

2 x Corn cobs
50g Green onions (shallots),
chopped
250g Tomato, chopped
50ml Oil
10g Knorr Lime Powder
Sprinkle salt

TOBACCO ONIONS

150g Brown onions,
thinly sliced

CHIPOTLE MAYO

**200g Hellmann's Real
Mayonnaise**
**100g Knorr Hickory BBQ
Sauce**

10 x Hot dog buns

METHOD

CORN DAWG BATTER

1. Combine the batter ingredients together.
2. Place hot dog sticks into hot dogs, lightly dust with flour and dip into batter. Deep fry until cooked and golden.

SALSA

1. Boil corn and remove the kernels from the cob with a sharp knife. Combine with the green onion, tomato, oil, **Knorr Lime Powder** and salt. Refrigerate for use.

TOBACCO ONIONS

1. Fry onions in deep fryer at 160°C until golden and crispy.

BBQ MAYONNAISE

1. Combine **Hellmann's Real Mayonnaise** and **Knorr Hickory BBQ Sauce** together and refrigerate for use.

TO ASSEMBLE: Place cooked dawgs into warmed hot dog rolls and add salsa, chipotle mayo and finally top with tobacco onions.



BUFFALO WINGS

Did you know that there's a "Chicken Wing Day"? Well, its July 29th! Try out this delicious buffalo wings recipe to keep your guests coming back for more. Any day, every day!

BBQ BUFFALO WINGS

UNILEVER FOOD SOLUTIONS RECIPE



INGREDIENTS **Serves 10**

- 3kg Chicken wings
- 100g Knorr Hickory BBQ Sauce
- 400g Knorr Sweet Chili Sauce
- 30g Coriander
- 300ml Hellmann's Real Mayonnaise

METHOD

1. Combine the wings, Knorr Sweet Chili Sauce and Knorr Hickory BBQ Sauce together and marinate overnight.
2. Bake in an oven tray at 180°C until cooked.
3. Serve with coriander, celery and Hellmann's Real Mayonnaise.

TIP

If you are looking to deep fry the wings, toss them in the sauce right after frying!



SMOKY RIBS

BBQ Beef ribs done right; the traditional American way. This recipe will make your ribs so tender and juicy, that you will never prepare ribs any other way!

TRIPLE HICKORY AMERICAN BEEF RIBS

UNILEVER FOOD SOLUTIONS RECIPE



INGREDIENTS Serves 10

2kg Beef short ribs, cut into 5cm pieces
20g Knorr Sweet Chili Sauce
Coriander, garnish
Slaw, to serve

HICKORY GLAZE
300g Hellmann's Real Mayonnaise
10g Garlic Puree
20g Knorr Hickory BBQ Sauce

METHOD

RIBS:

1. Combine **Knorr Sweet Chili Sauce** and rub over ribs. Marinate in the fridge overnight. Place ribs in a roasting pan, roast in oven for 3-2 hours or until tender.

HICKORY GLAZE:

1. Add some pan juices, **Knorr Hickory BBQ Sauce**, garlic puree, **Hellmann's Real Mayonnais** and reduce.
2. Brush glaze over ribs and place back in oven for 15 minutes or until caramelised.

Serve with slaw.



PICK
IT UP

+ SHOVE
IT IN

FORGET SAFE, NEAT, BORING
SANDWICHES. THE AMERICAN
WAY IS TO STUFF THE TASTIEST,
CRUNCHIEST, SAUCIEST FILLINGS
YOU CAN THINK OF IN-BETWEEN
ANYTHING THAT RESEMBLES BREAD.





Who hasn't heard of the Philly Cheese Steak Sandwich!? Our chefs take it up a notch by adding Knorr Gravy to the cheese sauce. The result? A meatier, intense flavour that you ought to try out for yourself!

PHILLY STEAK ROLL

UNILEVER FOOD SOLUTIONS RECIPE



INGREDIENTS **Serves 10**

1kg Skirt steak
10 x Milk bun hot dog rolls

CHEESE SAUCE
20g Butter
150 x White onion, finely chopped
100ml Water, warm
50g Knorr Gravy Sauce

300g Mixed grated cheese (Parmesan/Gruyere/Provolone/American)
150g Pickled jalapenos, sliced

METHOD

STEAK:

1. Cook, rest and slice.
2. Add butter and white onion to saucepan and sweat, add 100ml warm water, **Knorr Gravy Sauce** and grated cheese, simmer.
3. Add steak back to pan and warm through.
4. Fill buns with steak and sauce, top with pickled jalapenos, extra sauce and extra grated cheese.



These bad boys are so addictive, you won't keep up with demand.

RIB BURNT ENDS HOAGIE

UNILEVER FOOD SOLUTIONS RECIPE



INGREDIENTS **Serves 10**

3kg American rib, whole, deboned

MAYO BBQ SAUCE

See sauces page 24 for Mayo BBQ recipe

BRAISING LIQUID

1.2l Cola

10ml Smoke liquid

250g Brown sugar

100ml Apple cider vinegar

100ml Knorr Hickory BBQ Sauce

20 g Knorr Chicken Stock Powder

10 x Long rolls

Salad and fries, to serve

METHOD

1. Place the rib in a large oven dish, combine with the braising liquid, cover and cook in a preheated oven for 4 hours at 140°C.
2. Remove and place in a new tray and allow to cool, dice into 3cm pieces and place back in the oven, remove once the meat starts to crisp up.
3. Place the diced beef into the mayo BBQ sauce to coat and heat through. Serve in long rolls with salad and fries.

TIP

Use bagel & some fried egg for a breakfast option.

THE BEST MEAT CUTS TO SMOKER

Want to create succulent, smoky Southern brisket, like a boss, but don't have a YODA smoker sitting out the back? There's more than one way and all it takes is a little ingenuity.



One of the easiest ways to infuse your kitchen with the sweet aroma of Texas is to simply throw down some foil on the bottom of a large pot and toss in some pre-soaked wood chips, turn the heat up to max and get them chips smoking!

Remove from heat when the smoke is doin' its thing, throw in your combi or conventional oven on about 150°C.

You can create that beautiful smoke flavour in pretty much anything! Even a gutted out old fridge can do the job if you're a champion meat smoking machine!

Lay your food out on the highest rack and close the door and let her smoke!

Your oven gets a slight smoky tan? It's worth it. Anyway, if you have a good combi, don't cry like cause they clean themselves ready for you to do it all over again. You're gonna need to, cause your customers will be bashing down the door for more!

SOUTHERN FOR THE

SOUL



**LISTEN UP, NOW. NOTHING FITS
BETTER WITH OUR CASUAL
DINING CULTURE THAN
SOUL FOOD FROM AMERICA'S
HEARTLAND.**

**CAJUN SPICE AND LOUISIANA
PASSION MADE FOR SHARING
WITH EVEN THE LOUDEST CROWD.
WHAT COULD GO WRONG?**



Chuck is a very adaptable cut of meat. Aside from being great burger meat it's also perfect to cook perfect stew or chilli. Put this recipe in a pie and watch it fly!

LOW & SLOW BBQ CHILI BOWL

UNILEVER FOOD SOLUTIONS RECIPE



INGREDIENTS Serves 10

CHILLI

150g Brown onion, chopped

50ml Oil

2.5kg Beef chuck, diced

120g Knorr Hickory BBQ Sauce

100g Garlic puree

5g Cumin, ground

200ml Water

700g Tomato cubes

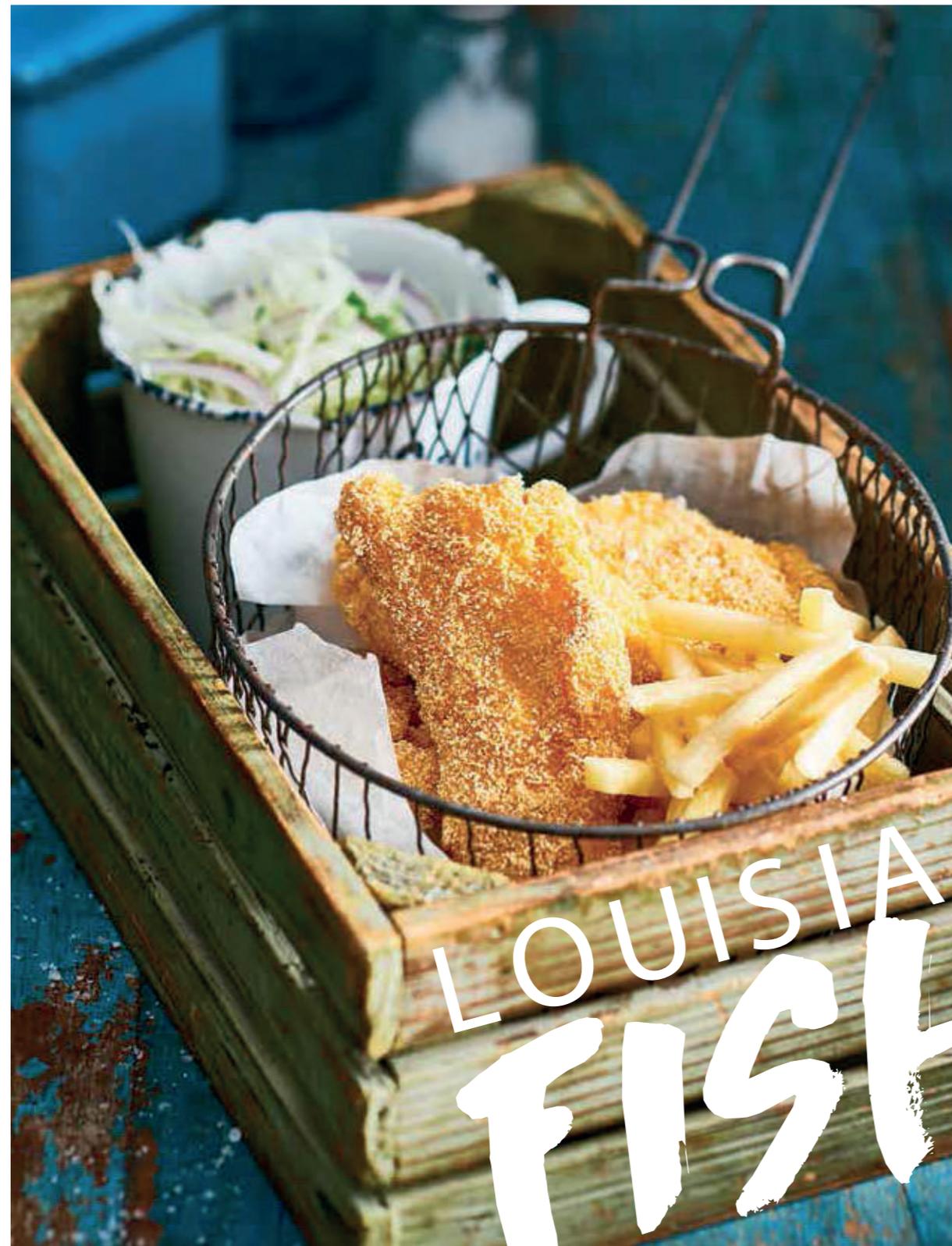
100g Black beans

10 x Corn cobs, grilled



METHOD

1. Fry off the onions in oil until soft, add the beef and brown slightly.
2. Add Knorr Hickory BBQ Sauce, garlic puree and cumin and cook for a further 5 minutes.
3. Add the water, tomato cubes and cook for 2 hours until the meat starts to become tender. Drain, rinse and add the beans, cook for an additional 30 minutes.
4. Serve with grilled corn.



LOUISIANA FISH

There is a restaurant in the USA Deep South that sells over 500 serves a day of this dish but they use catfish. Unfortunately, we don't have catfish so use seabass instead and be happy!

LOUISIANA FISH AND FRIES

UNILEVER FOOD SOLUTIONS RECIPE



INGREDIENTS **Serves 10**

10 x 150g Seabass portions

200g Plain flour

8 x Eggs

5 g Knorr Chicken Stock Powder

500g Corn meal or polenta, fine

French fries and salad, to serve



METHOD

1. Thinly slice the fish to resemble thin schnitzels.
2. Coat the fish in the flour, then the combined egg and **Knorr Chicken Stock Powder**, then corn meal. Deep fry until cooked through and golden.
3. Serve fish with french fries and a ranch slaw salad.



This is simple fried chicken at its best, however the key to its success is in the process. We guarantee if you put this on your menu it will be one of your best sellers! See the recipe below.

TENNESSEE HOT FRIED CHICKEN, SLAW, BLUE CHEESE DRESSING

UNILEVER FOOD SOLUTIONS RECIPE



INGREDIENTS Serves 10

4kg Chicken wings
 2l Buttermilk
 25 g Knorr Thai Sweet Chilli Sauce
 25g Salt
 40g Sugar
 300g Flour
 70g Smoked paprika

BLUE CHEESE DRESSING
 80 g Hellmann's Real Mayonnaise
 60g Blue cheese

SLAW
 150g Red cabbage, shredded
 150g White cabbage, shredded
 50g Red onion, sliced
 400g Pickles, sliced

METHOD

CHICKEN:

1. In a bowl, combine chicken, buttermilk, Knorr Thai Sweet Chilli Sauce 10g salt and sugar, then marinate in the fridge overnight.
2. Mix flour, smoked paprika and 15g salt together, then divide into two. Strain the buttermilk marinade off the chicken and mix with one of the divided flour mixes to form a light batter.
3. Dip the marinated chicken into the other divided flour mix then into the batter mix. Shake off excess batter and fry in hot oil, 160°C for 10 minutes. Transfer to a plate, lined with a paper towel.

BLUE CHEESE DRESSING:

1. In a bowl, combine Hellmann's Real Mayonnaise with the blue cheese and blend until smooth.

SLAW:

1. Mix together the slaw ingredients and serve with the chicken wings and blue cheese dressing.

SOUTHERN



SCHNITZEL

The Chicken Schnitzel is a timeless Classic that deserves a spot on your menu. Try out the recipe below!

SOUTHERN FRIED CHICKEN SCHNITZEL

UNILEVER FOOD SOLUTIONS RECIPE



INGREDIENTS **Serves 10**

10 x Chicken breasts, pounded flat
700ml Buttermilk
5g Salt
4 x Eggs, whisked

BATTER

250g Plain flour
5g Paprika powder
5g Garlic powder
5g Onion powder
3g Mustard powder
2g Ground black pepper

COMEBACK SAUCE

250g Hellmann's Real Mayonnaise
25 g Knorr Thai Sweet Chilli Sauce

METHOD

1. Marinate chicken in buttermilk and salt for 3 hours refrigerated.
2. In a bowl, combine flour and spices. Drain chicken from buttermilk and place into flour mix, then into whisked egg mixture and back into flour
3. Deep fry until cooked.

COMEBACK SAUCE:

1. In a bowl, mix **Hellmann's Real Mayonnaise** and **Knorr Thai Sweet Chilli Sauce**

Serve the fried chicken with chips and Comeback Sauce.

TIP

Add smoky paprika to the batter for another level of flavour on this southern fried chicken recipe!



**PROPER AMERICAN
COOKING IS ALL ABOUT
ADDING BIG, LAYERED
FLAVOURS.**

**AND THE BEST PLACE
TO START IS WITH
A RUB DOWN
OR MARINADE.**

**DO THIS WELL AND
YOU'LL BECOME A
LEGEND!**



**A GOOD
AMERICAN RUB DOWN**



MAPLE COLA BRAISING LIQUID

UNILEVER FOOD SOLUTIONS RECIPE



INGREDIENTS Serves 10

200ml Cola
100ml Maple syrup
200g Knorr Hickory BBQ Sauce
500ml Water

METHOD

1. Combine all ingredients together, add to brisket.
2. Roast covered for 5 hours at 140°C. Uncover for the last 30 minutes of cooking.

DARK SUGAR PEPPER RUB

UNILEVER FOOD SOLUTIONS RECIPE



INGREDIENTS Serves 10

60g Dark brown sugar
5g Black pepper, coarsely ground
150g Knorr Demi Glace

METHOD

1. Combine all ingredients together.
2. Rub over rump cap, roast covered for 3 hours at 140°C. Uncover for the last 30 minutes of cooking.



HONEY MUSTARD RUB

UNILEVER FOOD SOLUTIONS RECIPE



INGREDIENTS Serves 10

70g Honey
200g Dijon mustard
5 g Knorr Chicken Stock Powder
50ml Oil

METHOD

1. Combine all ingredients together.
2. Rub over deboned chickens then roast at 160°C for 45 minutes or until cooked through.



**MOISTEN WITH IT, SPLASH IT,
GUZZLE IT, SMOTHER IT,
SWIM IN IT, BUT DON'T FORGET IT,
ANY MEAL IS INCOMPLETE
WITHOUT A KILLER SAUCE!**

SAUCE BY THE LOVIN' SPOONFUL

**SAUCE CAN BE THE
CROWNING GLORY OF A DISH
BUT GET IT WRONG
AND THEY'LL BE SERIOUS
CONSEQUENCES.**

**WELL, HOPEFULLY WE CAN HELP
YOU OUT HERE WITH A COUPLE OF
RECIPES, SO YOU CAN FIND
INSPIRATION FOR
EXTRAORDINARY SAUCES.**





MAYO BBQ SAUCE

UNILEVER FOOD SOLUTIONS RECIPE



INGREDIENTS **Serves 10**

300g Knorr Hickory
BBQ sauce

500g Hellmann's Real Maayonnaise

100ml Apple cider

100g Brown sugar

METHOD

1. Combine all ingredients together, blend well then simmer for 15 - 10 minutes until thickened.
2. Serve with cooked beef short rib.

MEXICAN BBQ MARINADE

UNILEVER FOOD SOLUTIONS RECIPE



INGREDIENTS **Serves 10**

200g Knorr Hickory
BBQ sauce

600ml Knorr Mexican Salsa

METHOD

1. Combine all ingredients together.
2. Marinate pork spare ribs for 24 hours then roast for 2 hours at 150°C. Don't forget to baste every 15 minutes.



A JUG OF SWEET ICED TEA





Everyone's favorite peach ices tea, made even fresher with mint & lemon. Tip: add grated fresh peach for a chunky refreshing drink

PEACH MINT LEMON ICE TEA

UNILEVER FOOD SOLUTIONS RECIPE



INGREDIENTS **Serves 10**

ICE TEA

150 pc Mint Leaves
600 ml Peach Syrup
200 ml Lemon, juice
10 cup Ice Cubes

2 L Lipton Fresh Brewed Ice Tea

GARNISH

Lemon, sliced 10 pc

METHOD

Combine all the ingredients into a shaker and shake, pour into a glass over ice.

Garnish:

Garnish glass with fresh lemon slice.



Exotic passionfruit and fresh lemon works brilliantly when combined with iced tea. Add a splash of pomegranate syrup to the glass to give your guests a true exotic and refreshing experience.

PASSION FRUIT LEMON ICE TEA

UNILEVER FOOD SOLUTIONS RECIPE



INGREDIENTS **Serves 10**

ICE TEA

600 ml Passion fruit syrup
200 ml Lemon, juice
10 cup Ice Cubes

2 L Lipton Fresh Brewed Ice Tea

GARNISH

Lemon, sliced 10 pc

METHOD

Combine all the ingredients into a shaker and shake, pour into a glass over ice.

Garnish:

Garnish glass with fresh lemon slice.

MANGO ICED TEA

Sipping on delicious mango ice tea is the perfect solution to refresh and relive summer

MANGO ICED TEA

UNILEVER FOOD SOLUTIONS RECIPE



INGREDIENTS Serves 10

ICE TEA

Mango syrup 600 ml

4.50 L Lipton Fresh Brewed Ice Tea

METHOD

Fill quarter of the shaker with ice.

Add all the ingredients in the shaker.

Fill the glass with Lipton Freshly Brewed Iced Tea.

Shake/stir.

Garnish with Mango slice and fresh mint.



POMEGRANATE WILD BERRY ICED TEA

This smooth iced tea is mixed with pomegranate syrup and finished with fresh wild berries.

POMEGRANATE WILD BERRY ICE TEA

UNILEVER FOOD SOLUTIONS RECIPE



INGREDIENTS Serves 10

ICE TEA

200 g Berries, mixed

300 ml Pomegranate syrup

2 L Lipton Fresh Brewed Ice Tea

METHOD

Combine all the ingredients into a shaker and shake, pour into a glass over ice.

Garnish:

Garnish glass with fresh mixed berries.

PRODUCTS OF INDEPENDENCE

IN TODAY'S WORLD, PEOPLE WANT TO BE FED 'GOOD FOOD FAST'. IT'S CALLED FAST CASUAL DINING. THE AMERICANS HAVE BEEN DOING IT FOR YEARS AND WE'RE ONTO IT BIG TIME!

FOR US, CHEFS, TO MEET THIS EVER GROWING DEMAND, WE NEED TO BE GOD DAMN MAGICIANS IN THE KITCHEN. WELL, SOMETIMES WE NEED A LITTLE HELP. THAT HELP COMES BY WAY OF USING SOME PRODUCTS THAT HELP YOU, BUT DON'T MESS WITH YOUR TASTY CREATIONS.

WE HAVE INCLUDED SOME OF OUR RANGE TO HELP YOU DO JUST THAT.



SO GET OUT THERE AND SHOW 'EM HOW IT'S DONE YOU LEGENDS OF THE KITCHEN!



KNORR CHICKEN STOCK POWDER
Product number: 21026602
Weight: 6 x 1.1kg Yield: 55 litres / pack



KNORR DEMI GLACE
Product number: 21019920
Weight: 6 x 750g



KNORR LIME SEASONING
Product number: 32456780
Weight: 12 x 400g



KNORR BBQ SAUCE
Product number: 21129594
Weight: 6 x 2 litres



KNORR SWEET CHILLI SAUCE
Product number: 21129595
Weight: 6 x 2 litres



KNORR MEXICAN SALSA
Product number: 21129596
Weight: 6 x 2 litres



HELLMANN'S MAGIC MAYONNAISE
Product number: 20090714
Weight: 4 x 3.4kg



HELLMANN'S REAL MAYONNAISE
Product number: 64220667
Weight: 4 x 3.3kg



LIPTON FRESHLY BREWED ICED TEA
Weight: 4 x 24 TB



Okay, now you can go home.

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Corniche El-Nil- Ramlet, Beaulac Cairo, Egypt

Phone number: 9920-2461 - 202+

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