



# WRIGHT'S® LIQUID SMOKE



## Where There's Smoke, There's Fire.

The smoke flavor trend continues to catch on with diners. Count on Wright's® Liquid Smoke to help you send all the right signals to your guests with real smoked flavor and no artificial colors and flavors.

- **Smoke Rises.** Over half of the Top 500 chains offer menu items with smoky or smoked flavors, and the Top 500 chains continue to add smoky items to their menus at the rate of 2% year over year.\*
- **New Twists.** Trendy dishes, such as Mexican bowls (+36%) and veggie burgers (+25%), are increasingly featuring smoked flavors at US restaurants.\*
- **Universal.** Non-commercial is not to be left behind. Smoky/smoked items are increasingly common, showing up on non-commercial menus 2%-4% more year-over-year.\*
- **Anything Smokes.** This trend is no respecter of menu part. Nearly any food or dish can be smoked as demonstrated by various restaurants across the nation.\*\*
  - Chocolate smoked sea salt ice cream
  - Smoked cheeses
  - Smoked tomato sauce
  - Smoked butter sorbet
- **Less is More.** 76% of foodservice consumers say that fewer, recognizable ingredients free from preservatives and artificial additives are healthier than traditional foods.\*\*\*

## Why Wright's® Liquid Smoke?

- **Original.** Wright's® was the first. In 1895, liquid smoke was imagined and created by Ernest H. Wright in Kansas City, Missouri. Using his expertise as a pharmacist, Wright fine tuned his creation and began selling it to farmers in the early 1900s to assist them in creating smoked, salt-cured meats.
- **Clean label.** Wright's® Liquid Smoke contains no artificial colors, added sugar, vinegar, or salt. It's also non-GMO and has a long shelf life.
- **Authentic.** Wright's® Hickory Flavored Liquid Smoke, the original liquid smoke product, is a concentrate made from the actual smoke of hickory wood. Because it's a concentrated seasoning, you can easily vary the amount of smoky flavor in foods, from subtle to full and robust.
- **High quality.** Wright's® Liquid Smoke ranks highest in phenols and carbonyls. These provide liquid smoke's aroma, flavor, and natural smoky brown color.
- **Versatile.** Wright's® Liquid Smoke solves for craveable smokiness across all dayparts and cooking methods. From roasting, grilling, boiling, steaming, and more, it's the easy way to capitalize on today's menu trends.

\* Ignite Menu Q4'18 - Q4'19

\*\* Synergy Restaurant Consultants, 6/28/2020

\*\*\* Kerry 2019 Clean Label Study

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# Menuing Suggestions



**Eggs and Omelets**



**Wings**



**Ribs**



## Breakfast

- Dial up the flavor of dishes featuring smoked breakfast meats
- Add to omelets or cheesy egg scrambles



## Appetizers & Snacks

- Give chicken wings a touch of smokiness
  - Offer a signature smoked macaroni and cheese
- Give chili and baked beans a satisfying twist
- Serve up veggies with a taste of the grill



## Lunch & Dinner

- Bring authentic smoked flavor to ribs, brisket, chicken, turkey and other proteins
- Give burgers fresh-from-the-grill appeal
- Create smoked fish and seafood dishes
- Mix into marinades and sauces for a quick, easy boost of flavor



## Beverages

- Create craft cocktails or mocktails with a hint of smokiness



## Desserts

- Add to ice cream or sorbet for a signature dessert

Item #	GTIN #	Pack/Size	Description
540751*	10041421177510	4/1 Gallon	Wright's® Hickory Seasoning Liquid Smoke
540451	10047800004514	4/1 Gallon	Wright's® Applewood Seasoning Liquid Smoke
540750	30041421177507	12/32 oz.	Wright's® Hickory Seasoning Liquid Smoke
540760	00047800177600	5 Gallon Pail	Wright's® Hickory Seasoning Liquid Smoke

\*Best Seller

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