



Delight your guests with successful top entrées this season.



Your Secret Sauce Inspiration Guide: Winter & Spring Holidays



YOUR SECRET SAUCE



Serve your best when it counts the most.

Holidays and special occasions are your restaurant's time to shine. Knorr® entrée recipes and promotion ideas throughout the year will help you make the most of holiday traffic.



Table of Contents

Our Unilever Food Solutions chefs crafted these recipe ideas to help you elevate your holiday and special occasion entrées this season. You'll also find promotion ideas to help drive traffic and make memorable experiences for your guests.

4 **Winter Weekend Specials**

Create occasion-worthy entrées for winter weekend getaways.

8 **Valentine's Day**

Perfect Pairings – Some things are just better together.

12 **St. Patrick's Day**

St. Patrick's Pub Favorites – Meals made for sharing another round.

16 **Promotion Inspiration**

Business-building ideas to give your guests reasons to come in and celebrate all season long.





WINTER WEEKEND SPECIALS

Flavourful sauces and hearty sides take three different proteins to the next level, providing perfect entrée options for winter weekends.

Featured entrées:

Filet mignon, Roasted chicken breast,
Salmon with asparagus





**You can also try these sauces
on Ribeyes, T-bones or
New York strips.**

Filet Mignon with Garlic & Rosemary Sauce

Take your traditional filet mignon and add a sauce with caramelized shallots, garlic and rosemary for an elegant plate focus that pairs well with roasted potatoes and asparagus.

Garlic & Rosemary Sauce:

3 minute preparation

Ingredients

As needed Extra virgin olive oil
2 oz. Caramelized shallots
1 tsp. Garlic, minced
1 tsp. Rosemary, fresh, minced
¼ cup Knorr® Demi-Glace Sauce Mix, prepared
To taste Black pepper, ground



Directions

1. While the steak rests, add extra virgin olive oil to the same saucepan over medium heat. Add shallots, garlic, and rosemary and cook until the shallots are heated through and the garlic has softened, about 3 minutes.
2. Add prepared Knorr® Demi-Glace Sauce Mix and cook until heated through. Season to taste with pepper.

Feel free to experiment with different sauce pairings.

Start with these simple variations.

Horseradish Sauce:

Made with Knorr® Demi-Glace, heavy cream and horseradish.



Truffle Béarnaise:

Made with Knorr® Hollandaise, white wine, shallots, tarragon and shaved black truffles.



Roasted Chicken Breast with Mustard Sauce

Start with a simple roasted chicken breast and add sauce made with whole-grain mustard, lemon juice and freshly chopped tarragon. Pair it with Brussels sprouts with bacon and roasted red peppers for the final touch.

Mustard Sauce:

10 minute preparation

Ingredients

- 1 qt. Knorr® Culinary Cream Base, prepared
- 3 Tbsp. Tarragon, fresh, chopped
- 1.5 oz. Whole-grain mustard
- 1 oz. Lemon juice, fresh-squeezed



Directions

1. Combine prepared Knorr® Culinary Cream Base, tarragon, whole-grain mustard and lemon in a pot over medium heat and stir until well combined. Continue to cook for 3-5 minutes to let flavors marry.

Feel free to experiment with different sauce pairings.

Start with these simple variations.

Tangy Mediterranean Sauce:

Made with Knorr® Demi-Glace, shallots, capers, raisins, balsamic vinegar and red wine.



Sweet Onion and Tarragon Sauce:

Made with Knorr® Culinary Cream Base, sautéed white onions, tarragon and garlic.



Salmon and Asparagus with Orange Ginger and Chive Sauce

Add a kick to your salmon dish with a sauce made from orange juice concentrate, ginger and chives. Pair it with grilled tomato and rosemary flatbread.

Orange Ginger and Chive Sauce:

5 minute preparation

Ingredients

- 8 oz. Knorr® Hollandaise Sauce Mix, prepared
- 1 oz. Orange juice concentrate
- 2 tsp. Ginger, freshly grated
- 1 Tbsp. Chives, finely chopped

Directions

1. In a saucepan, combine the prepared Knorr® Hollandaise Sauce Mix, orange juice concentrate, ginger and chives and cook over medium heat for 2-3 minutes to allow flavors to marry.



Feel free to experiment with different sauce pairings.

Start with these simple variations.

Tomato, Crab and Spring Onion Sauce:

Made with Knorr® Hollandaise, diced tomatoes, crab meat and chopped green onion.



Spinach and Artichoke Sauce:

Made with Knorr® Hollandaise, spinach and artichoke hearts.





VALENTINE'S DAY PERFECT PAIRINGS

Featured entrées:
Chateaubriand, Chicken pasta,
Eggs benedict

Nearly one-quarter of American adults visited restaurants last Valentine's Day, with 42% picking a "favourite spot."¹ You can drive traffic through the month of February with delicious pairings for dates or nights out.





**You can also try these sauces
on Ribeyes, T-bones or
New York strips.**

Chateaubriand for Two with Smoky Scotch Sauce

A romantic chateaubriand for two paired with a sauce made with smoked peppercorns, smoked mushrooms, shallots and Scotch will pair perfectly with a light side of broccoli rabe and fingerling potatoes.

Smoky Scotch Sauce:

10 minute preparation

Ingredients

- As needed Clarified butter
3 oz. Mushrooms, sliced
2 oz. Shallots, minced
¼ tsp. Smoked paprika
2 oz. Scotch (your favorite)
4 oz. Knorr® Demi-Glace Sauce Mix, prepared



Directions

1. While the steak rests, add clarified butter to a sauté pan over medium-high heat. Sauté mushrooms and shallots until mushrooms have softened and shallots have begun to caramelize. Season with smoked paprika.
2. Deglaze the pan with the Scotch, scraping the bottom of the pan to free any caramelized particles.
3. Add prepared Knorr® Demi-Glace Sauce Mix and cook until heated through.

Feel free to experiment with different sauce pairings.

Start with these simple variations.

Brandy, Peppercorn and Parmesan Sauce:

Made with Knorr® Demi-Glace,
reduced brandy, peppercorns
and melted Parmesan.



Horseradish Béarnaise Sauce:

Made with Knorr® Hollandaise,
Knorr® Liquid Concentrated Beef
Base, tarragon, tarragon vinegar,
shallots and horseradish.



Winter Chicken Pasta With Sun-Dried Tomato And Squash Sauce

Add a little colour to a winter dish with a sun-dried tomato, sage, roasted butternut squash and white wine sauce, paired with rosemary focaccia and broccoli.

Butternut Squash Sauce:

45 minute preparation

Ingredients

- 1.25 lb. Butternut squash, peeled, medium dice
- 1 Tbsp. Rosemary, fresh, minced
- As needed Extra virgin olive oil
- To Taste Salt, kosher
- To Taste Black pepper, ground
- 8 oz. White wine, dry
- 2 qts. Knorr® Culinary Cream Base, prepared



Directions

1. Toss together the butternut squash, rosemary, olive oil, salt and pepper in a large bowl. Place on a sheet tray and roast for 15-20 minutes at 375°F or until all pieces have softened. Transfer the cooked squash to a blender and purée together with the white wine.
2. Combine the butternut squash purée and prepared Knorr® Culinary Cream Base in a pot over medium heat, whisking constantly, until the sauce comes to a simmer. (Yields 2.50 qts.)

Feel free to experiment with different sauce pairings.

Start with these simple variations.

Sweet and Savory Mushroom Sauce:

Made with Knorr® Demi-Glace, sautéed morel mushrooms, garlic, shallots, Marsala wine and parsley.



French Countyside Sauce:

Made with Knorr® Demi-Glace, Herbs de Provence, sautéed garlic and shallots.



Offer complimentary chocolate truffles at the end of your guests' meal to make it a memorable experience.

Crab Cake Benedict with Florentine Hollandaise

Offer something a little outside the box with this Crab Cake Benedict served with a sauce of wilted baby spinach and melted Boursin, then paired with grilled tomato and asparagus. Perfect for Valentine's Day brunch.

Florentine Hollandaise:

5 minute preparation

Ingredients

- 16 oz. Knorr® Hollandaise Sauce Mix, prepared
- 1.5 oz. Boursin cheese grated
- 1 oz. Baby spinach, roughly chopped



Directions

1. Bring the prepared Knorr® Hollandaise Sauce Mix to a simmer in a pan over medium heat. Add the spinach and cheese and stir until the cheese has melted and the spinach has wilted. Hold hot for service.

Feel free to experiment with different sauce pairings.

Start with these simple variations.

Smoked Salmon Sauce:

Made with Knorr® Hollandaise, smoked salmon, capers, dill and cayenne.



Russian Hollandaise:

Made with Knorr® Hollandaise, caviar and chives.





ST. PATRICK'S DAY ST. PATRICK'S PUB FAVORITES

Featured entrées:

New York strip, Sliced corned beef,
Irish braised beef

More than half of guests seek out unique variations on sauces when dining out.² These hearty and comforting meals, with rich sauces guests will want to raise a glass to, will help make your place the go-to place to share a round this St. Paddy's season.





You can also try these sauces on Ribeyes, T-bones or New York strips.

New York Strip with Morel Mushroom Sauce

Pair your New York strip with a sauce made from onions, garlic, morel mushrooms, thyme and white wine. Then complement your dish with a side of grilled asparagus.

Morel Mushroom Sauce:

6 minute preparation

Ingredients

- As needed** Extra virgin olive oil
- 3 oz.** Onion, yellow, small dice
- 1.5 oz.** Morel mushrooms, roughly chopped
- 1 clove** Garlic, minced
- 2 tsp.** Thyme, fresh, minced
- 4 oz.** White wine, dry
- 8 oz.** Knorr® Hollandaise Sauce Mix, prepared
- To taste** Salt, kosher

Directions

1. While the steak rests, add extra virgin olive oil to the pan the steak was cooked in over medium-high heat. Add onions and mushrooms and cook until onions begin to caramelize. Add the garlic and cook a minute more.
2. Deglaze the pan with white wine, scraping the bottom of the pan to free caramelized pieces. Add the prepared hollandaise sauce and season to taste with salt.



Feel free to experiment with different sauce pairings.

Start with these simple variations.

Peppercorn Stout Sauce:

Made with Knorr® Demi-Glace, stout and mixed peppercorns.



Irish Whiskey Sauce:

Made with Knorr® Demi-Glace, Irish whiskey, onions, mushrooms and garlic.



Sliced Corned Beef with Creamed Cabbage Sauce

Offer your sliced corned beef with an authentic Irish sauce of chopped cabbage, garlic and Dijon mustard. Serve with Irish soda bread and more cabbage.

Creamed Cabbage Sauce:

10 minute preparation

Ingredients

As needed Vegetable oil
2 tsp. Garlic, minced
20 oz. Knorr® Culinary Cream Base, prepared
2 tbsp. Dijon mustard
8 oz. Green cabbage, braised, finely chopped



Directions

1. In a medium saucepan with oil over medium heat, sauté garlic until soft and fragrant, about 2-3 minutes. Add prepared Knorr® Culinary Cream Base and Dijon mustard to the pan. Finely chop 8 oz. of the braised cabbage from the corned beef, and add to the sauce.

Feel free to experiment with different sauce pairings.

Start with these simple variations.

Beef Cream Sauce:

Made with Knorr® Culinary Cream Base, beef stock, garlic and chives.



Horseradish Sauce:

Made with Knorr® Demi-Glace, heavy cream and horseradish.



Irish Braised Beef with Sticky Dark Gravy

Add a hearty sauce of stout beer, red onions, raisins, cherry marmalade and tomato paste to your Irish braised beef. Pair it with celeriac mash for some authentic flair.

Sticky Dark Gravy:

10 minute preparation

Ingredients

- 16 oz. Braising liquid
- 3 oz. Knorr® Demi-Glace Sauce Mix
- 2.25 oz. Chopped raisins
- 8 oz. Cherry preserves



Directions

1. Over medium-high heat in a medium saucepan, heat the reserved braising liquid and bring to a simmer. Whisk in the dry Knorr® Demi-Glace Sauce Mix until dissolved. Stir in raisins and cherry preserves and bring sauce to a simmer. Hold hot for service.

Feel free to experiment with different sauce pairings.

Start with these simple variations.

Apple Cider Sauce:

Made with Knorr® Demi-Glace, hard cider, honey and rosemary.



Sweet Onion Sauce:

Made with Knorr® Culinary Cream Base, sweet onions, white pepper, hard cider and whole-grain mustard.



Satisfy guests while they wait to be seated. Set up a temporary bar so they can start celebrating right away!



PROMOTION INSPIRATION

Business-building ideas to help you drive traffic and highlight entrée specials.

Promotion Inspiration



Create simple menu inserts or table tents to promote holiday specials.



In the weeks leading up to the holiday, promote specials on social media.



Encourage servers to highlight holiday specials and suggest drink pairings.

LTO Specials Suggestions



Make date night delicious:

Free dessert with entrée + drink pairing purchase.

Example: Try a Perfect Pairing this Valentine's Day! Get a free dessert with purchase of entrée and drink pairing for two.

Perfect Pairing suggestions:



Chateaubriand for 2 + Wine pairing



Eggs benedict + Mimosas, for brunch



Chicken pasta + Wine pairing



Take the guesswork out of brunch:

Prix Fixe Sunday Brunch for Valentine's Day.

Example: Valentine's Day Brunch. One price gets you two-course brunch with choice of Mimosa, Bloody Mary or house-made juice.



Encourage group celebration:

BOGO beverages with entrée purchase.

Example: Gather 'round for St. Patrick's Pub Favorites! Kick off your celebrations with us: BOGO drinks with entrée purchase.



Happy Hour giveaway:

Drawing or social media contest.

Example: Impress your coworkers or treat your friends. Win a happy hour for you + 5 guests including a round of drinks and 3 shareable apps.



Upsell drinks with pub specials:

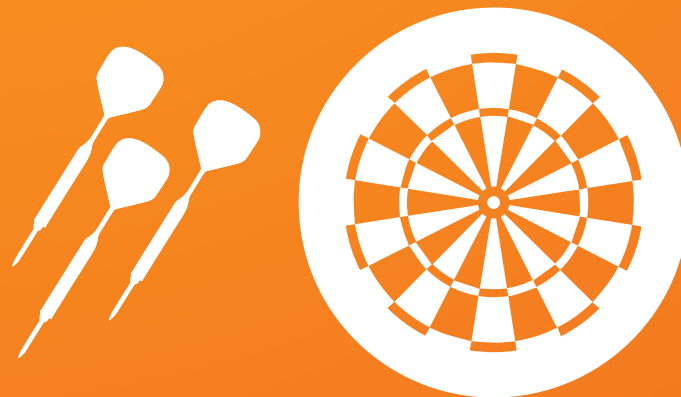
\$1 off drinks with entrée purchase.

Example: Celebrate St. Patrick's Day with another round! Come in this week for \$1 drinks with entrée purchase.

Fun & Games



Try bringing live music into your operation to set a romantic atmosphere this Valentine's Day.



Create a fun pub atmosphere for St. Paddy's at the table with mini tableside versions of traditional pub games, or rent full-size darts or penny-toss boards.



Find more
on-trend recipes:
ufs.com/recipes

Share these ideas:



¹National Restaurant Association, 2015
²Mintel, Innovation on the Menu: Flavor Trends – US, June 2014



©2015 Unilever Food Solutions. Knorr® is a registered trademark of the Unilever Group of Companies. UC 12/15