



# Bold Flavor Twists on Classic Game Day Menu Items

## Global Flavor Brings Unexpected Excitement to Classic Game Day Bites

The best football snacks are shareable, packed with flavor, and please crowds of all sizes. The latest global flavor trends come to life through easy updates to classics like Buffalo wings, pizza, nachos and more.

Layering flavors with sauces and toppings is an easy way to expand your menu and draw in flavor seekers. It allows guests to pick and choose a variety that works for everyone while keeping demand on the kitchen to a minimum.

### Football Brunch

Game day is an all-day affair. With kickoff at 1 p.m. EST, the football crowd usually starts rolling in around 11 a.m. (even earlier on the West Coast). Switch up your menu by offering a few breakfast options to the early crowd.



### Pro Pre-Game Specials

- Pitchers of mimosas with a choice of juices
- Loaded [Bloody Mary](#) bar
- [Sriracha Bacon Breakfast Pizza](#)
- [End Zone Deviled Eggs](#)
- [First Down Jelly Doughnut](#)

### Game Day Pizza Options

Different kinds of crusts, varied veggie and meat toppings, cheese options and non-traditional sauces make pizza an easy place for guests to play with flavor.

According to Datassential's MenuTrends (Oct. 2018), Mexican flavors on pizza are a growing trend not to be overlooked. The [Fiesta Pizza](#) featuring TABASCO® brand Original Red and TABASCO® brand Green Jalapeño Pepper Sauces is a bold and exciting Tex-Mex flavor option.

The [Sriracha Chicken & Blue Cheese Pizza](#)—drizzled with lemon butter infused with TABASCO® brand Sriracha Sauce—brings balanced flavor to game day, while dipping sauces are a profitable upsell!

### Wings, Wings and More Wings

The National Chicken Council predicts Americans eat over 1 billion wings during Super Bowl weekend.

Millennials are the leaders of the chicken-wing chowdown according to NDP Group, with diners aged 18 to 24 consuming 61% more wings than the other demographics.

Boost sales by expanding your wing offerings to appeal to the whole crowd. Boneless, naked, baked, fried, even vegetarian options add menu appeal and give customers more reasons to keep coming back.

Up your wing game with our selection of [wing sauces](#) like [Chipotle BBQ](#), featuring TABASCO® brand Chipotle Pepper Sauce. All eight exciting recipes—such as [Mango Habanero](#) or [Creamy Coconut Curry](#)—include baking and frying instructions to attract health-conscious eaters without sacrificing a crispy finish.