



*Deli*



A little  
change makes  
a **BIG** difference





"I want the tastiest mayo at the right price."

Hellmann's Deli delivers sweet, tangy and *Deliciously* affordable sandwiches.

NEW



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*Deli*

A little change makes a big difference.

Taste & texture preferred by chefs — VS — other economy mayonnaises\*



2.6kg

10kg

20kg

- Consistent sweet and tangy taste in every bite at an affordable price
- With a rich and creamy texture, this allows you to spread your mayonnaise further
- Keeps sandwiches fresher for longer
- Provides moisture barrier for breads and fillings

\*Catalyst Research, blind chef taste test/survey of mainstream commercial economy mayonnaise brands in Australia, n=140 (2017).



Using Hellmann's Deli mayo in a Vietnamese roll enhances the flavour explosion of chilli and zesty ingredients, and bind them together for an easy on-the-go experience.

# BBQ Beef Roll with Asian Salad and Garlic Mayo

Serves 10

## Ingredients

### BBQ Beef

1.2kg Steak, sliced  
200ml Knorr Sakims Honey Soy Sauce

### Chilli Garlic Mayo

300g Hellmann's Deli Mayonnaise  
50g Knorr Garlic Puree

10 Long rolls

### Asian Salad

50g Green onions (shallots), sliced

40g Coriander, picked

15g Long red chilli, sliced

200g Carrot, shredded

150g Cucumber, peeled into ribbons

## Method

### BBQ Beef

1. Pan sear the steak on both sides, add the Knorr Honey Soy Sauce and cook for 5 minutes or until desired liking. Rest for a few minutes then slice.

### Chilli Garlic Mayo

1. Combine the Hellmann's Deli Mayonnaise with the Knorr Garlic Puree.

### To Assemble

To assemble, slice the rolls and fill with the sliced beef, garlic mayo and salad ingredients.



### **Hint:**

Replace the salad with a slaw mixed with the Hellman's Deli Mayonnaise for a true American style sandwich.

# Roast Pork Door Stop with Apple Slaw and Mustard Mayo

Serves 10

## Ingredients

### Slaw

300g Cabbage, shredded  
120g Red onion, thinly sliced  
140g Apple, sliced  
300g Hellmann's Deli Mayonnaise  
50g Colman's Wholegrain Mustard

20 Thick cut sliced white bread  
(approximately 3cm thick)  
1.2kg Roast pork, sliced

## Method

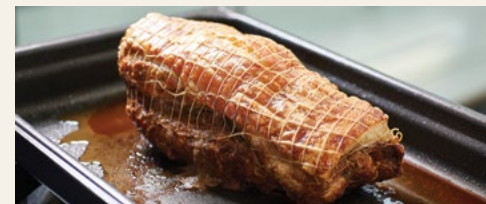
### Slaw

1. Combine the slaw ingredients together with the Hellmann's Deli Mayonnaise and Colman's Wholegrain Mustard and set aside for use.

### To Assemble

Layer slaw and sliced pork over half the bread, top with extra mayo if desired and remaining bread and serve.

Roasted pork and apple is a perfect partnership. Combine with Hellmann's Deli mayo for a delicious sweet and tangy taste that complements the crunch of the apple and richness of the pork.



### **Hint:**

Warm the pork before making this sandwich. Your customers will go nuts!



# Falafel and Avocado Wrap with Lettuce and Sweet Chilli Mayo

Serves 10

## Ingredients

### Sweet Chilli Mayo

250g Hellmann's Deli Mayonnaise  
60ml Knorr Thai Sweet Chilli Jam

1kg Falafels, heated through  
400g Iceberg lettuce, shredded  
300g Avocado, sliced  
300g Tomato, chopped  
200g Red onion, chopped

## Method

### Sweet Chilli Mayo

1. Combine the Hellmann's Deli Mayonnaise, Knorr Thai Sweet Chilli Jam together and set aside for use.

### To Assemble

Fill the wraps with warmed falafels and salad ingredients, add the sweet chilli mayo, roll up and serve.

*It's so important to cater to people who have different dietary needs like vegetarian. Use Hellmann's Deli mayo as a great way to bring more flavour to vegetarian dishes like this falafel wrap.*



### **Hint:**

*Use roasted chicken instead of falafel to create a non-vegetarian version of this sandwich. The best way to extract avocado out of its skin is to scoop it out with a large spoon.*



# Spring Water Tuna on Rye with Dill, Mayo and Rocket

Serves 10

## Ingredients

- 1kg Tuna in spring water, drained
- 2g Dill, chopped
- 300g Hellmann's Deli Mayonnaise
- 150g Rocket
- 20 Slices light rye bread

## Method

1. Mix together the tuna, dill and Hellmann's Deli Mayonnaise until fully combined.

### To Assemble

Spread the tuna mixture over the bread, top with rocket leaves and serve.

*Tuna with mayo is a classic sandwich option. Use Hellmann's Deli mayo to bind ingredients and provide a moisture barrier for the bread and filling.*



### **Hint:**

*Change up the fish in this recipe by using spring water salmon instead of tuna. Also switch the dill with chives with a squeeze of lemon.*



Wraps are increasing in popularity with more people wanting to eat less bread. This combination of smoky BBQ chicken with the creamy texture of the Hellmann's Deli mayo will please anyone.

# BBQ Buffalo Chicken Wrap with Bacon and Slaw

Serves 10

## Ingredients

### Buffalo Chicken

1kg Chicken thigh fillets, diced  
50ml Knorr World Cuisine Chipotle BBQ Sauce  
100ml Knorr Sakims Honey Soy Sauce

300g Bacon  
10 Wraps

### Slaw

400g Cabbage, shredded  
120g Carrot, shredded  
120g Red onion, sliced  
300g Hellmann's Deli Mayonnaise

## Method

### Buffalo Chicken

1. Combine the chicken with the Knorr World Cuisine Chipotle BBQ Sauce and Knorr Sakims Honey Soy Sauce.
2. Bake in a preheated oven at 160°C for 25 minutes, remove and allow to cool

### Slaw

1. Combine the slaw ingredients and set aside for use.
2. Cook the bacon until golden then drain.

### To Assemble

Fill the wraps with chicken, bacon and slaw. Roll up to enclose and serve.



### **Hint:**

Lay the bacon on a flat tray and grill to give it a better crispy texture.



# Popcorn Chicken, Spinach Wrap with Cheese, Roast Peppers, Pesto and Mayo

Serves 10

## Ingredients

### Popcorn Chicken

1kg Chicken thigh fillets, diced  
100g Plain flour  
4 Eggs, lightly beaten  
300g Panko breadcrumbs

10 Slices swiss cheese  
300g Roast peppers  
40g Pesto  
400g Lettuce, shredded

10 Spinach wraps

300g Hellmann's Deli Mayonnaise

## Method

### Popcorn Chicken

1. Dust the chicken with flour, dip in the egg and then toss in breadcrumbs. Deep fry until cooked through and golden. Drain

### To Assemble

Fill the wraps with chicken, cheese, roast peppers, pesto, lettuce and Hellmann's Deli Mayonnaise. Roll up to enclose and serve.

*Tender crispy pieces of golden fried chicken will always be a best seller on your menu. The tang of Hellmann's Deli mayo and roast peppers balance the flavours for this wrap option.*



### **Hint:**

*Try adding other flavours to the mayo like lemon and chopped chilli for a different flavour combo.*





# Egg and Bacon Brioche with Tomato, Butter Lettuce and Mayo

Serves 10

## Ingredients

- 20 Eggs
- 500g Bacon
- 10 Brioche buns
- 300g Hellmann's Deli Mayonnaise
- 200g Lettuce, washed
- 400g Tomato, sliced

## Method

1. Fry the eggs, then grill the bacon until crispy.
2. Slice and toast the brioche buns lightly.

## To Assemble

Spread the Hellmann's Deli Mayonnaise over the buns. Layer with lettuce leaves, tomato, bacon and egg and serve.

*A fresh bacon and egg roll is an ideal breakfast to keep you going for the day. Instead of using just a plain roll, try a fresh toasted brioche for its sweet taste and soft texture.*



## **Hint:**

*You can add a little Knorr World Cuisine Chipotle BBQ Sauce to this recipe for those BBQ sauce lovers.*



# Chicken Schnitzel Turkish with Roma, Swiss Cheese and Honey Bacon

Serves 10

## Ingredients

### Chicken Schnitzels

1.2kg Chicken breast fillets  
100g Plain flour  
5 Eggs, lightly beaten  
400g Panko breadcrumbs

400g Hellmann's Deli Mayonnaise

10 Turkish rolls  
400g Lettuce, washed  
400g Tomato, sliced  
20 Slices tasty cheese  
500g Bacon, grilled

## Method

### Chicken Schnitzels

1. Slice the chicken breasts in half and flatten with a meat mallet.
2. Dust the chicken with flour, dip in the egg and then toss in breadcrumbs. Deep fry at 160°C until cooked through and golden. Drain.
3. Slice and toast or lightly grill the Turkish rolls.

### To Assemble

To assemble, bottom bun, lettuce leaves, tomato, chicken, cheese and bacon, and top with Hellmann's Deli Mayonnaise. Serve.

If you're after a big sandwich this one will hit the spot. Big juicy fresh cooked schnitzel with vine tomatoes, crispy bacon and the delicious sweet and tangy taste of Hellmann's Deli mayo. Expect to sell hundreds per day.



### **Hint:**

Crumb your chicken using Panko Japanese crumbs. It gives a better texture and crunch.

# Smoked Salmon, Rocket and Avocado Salad

Serves 10

## Ingredients

### Bagel Croutons

5 Bagel croutons

500g Mixed salad leaves, washed

250g Avocado, sliced

500g Cherry tomatoes, halved

150g Red onion, sliced

800g Smoked salmon, sliced

300g Hellmann's Deli Mayonnaise

2g Dill, chopped


## Method

### Bagel Croutons

1. Slice the bagels thinly and lay on baking trays. Brush with a little oil then bake in a preheated oven at 180°C until crisp and golden. Allow to cool.

### To Assemble

Arrange the salad ingredients and bagel croutons in a bowl, top with smoked salmon and Hellmann's Deli Mayonnaise, and garnish with the chopped dill.



You can have salmon and avocado together in anything. It's a go to sandwich if you don't want something too heavy. Use Hellmann's Deli mayo as a great way to bring more flavours to the dish.



### **Hint:**

Add a little Knorr Lime Powder and water to the avocado to stop it from turning brown.



Asian salads are a great lighter option if you do not feel like eating a heavy meal. The sweet and tangy taste of Hellmann's Deli mayo combined with the sweet chili and lime is the perfect dressing for this salad.

# Asian Chicken Salad with Sweet Chilli Lime Dressing

Serves 10

## Ingredients

### Dressing

250g Hellmann's Deli Mayonnaise  
5g Knorr Lime Powder  
60ml Knorr Thai Sweet Chilli Jam  
15ml Water

500g Mixed salad leaves, washed  
50g Mint, washed, picked  
100g Coriander, washed, chopped  
30g Long red chilli, sliced  
150g Carrot, shredded  
150g Green onions (shallots), sliced  
150g Red onion, sliced  
300g Cucumber, sliced  
150g Bean sprouts, trimmed  
1kg Chinese Soy Chicken, shredded  
(Asian chicken from market)  
200g Cashews, roasted

## Method

### Dressing

1. Combine the Hellmann's Deli Mayonnaise, Knorr Lime Powder, Knorr Thai Sweet Chilli Jam and water together, and set aside for use in a squeeze bottle.

### Salad

1. Combine all the salad ingredients together.

### To Assemble

Toss the salad ingredients and the chicken together in a bowl. Top with dressing and cashews and serve.



### **Hint:**

Do not add your dressing until you are ready to serve. Your salad will have better crunch. Offer this as a wrap option to provide your customers with a wider menu selection.



**Café 360 is an online platform for Cafés to delve into expertise, inspiration and guidance that will enable you to make small changes in different parts of your business to help you stand out from the competition.**

Whether you're planning to refresh your breakfast and lunch menu, looking for ideas on upgrading your interiors or just want to read up on what's hot and happening – Café 360 has everything you need to be more competitive, bring in new customers and keep them coming back.



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*Ideas, insights  
& inspiration  
for cafes*

# Running a café involves *many things...*

...from reducing waste and managing staff to creating an inviting ambience and being socially savvy. Here's what you can do to stay on top of it all.

*Must stay  
on top of  
everything!*



## Save on waste



As important as it is to consider what food you serve, equally important is what happens to food that's wasted. Here's what you should focus on:

### Preparation

Assess your menu, review preparation waste and use ingredients that can be stored longer.



### Spoilage

Improve order forecasting, identify core ingredients and incorporate them into as many dishes as possible. Train staff on food stock rotation.

### Plate waste

Reduce waste through optimal portion sizes.



### Products

UFS offers a range of high quality, chef created products that will help you reduce waste.

# The secret to happy staff



Long hours, demanding customers and the constant pressure to be friendly can take its toll. Keep staff happy with these tips:

**Set up a system to show appreciation** and reward staff for loyalty and hard work.

**Say it with little things** free lunch for friends or family, gift cards or movie tickets.



**Partner for perks** by connecting with local businesses to swap goods or services.

**Finish big** with an annual reward scheme for staff who stick around.



**Get staff involved** by giving them the opportunity to appreciate their co-workers.



# Be a social success



Being socially savvy is crucial to business success today. These tips will help you get there:

**Serve up great content** Don't just trade in food, trade in content as well. This means doing more than just the occasional post.

**Focus on better photography** Remember people eat with their eyes. So, either get trained in taking better pictures or hire a professional photographer.



**Spend on advertising** Pay to publicise on social media - at the cost of a cup of coffee.



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## Cafés that nail the sandwich thing



### Making excellent sandwiches has paid off for Schezad Umrigar and Rakesh Nanda of Lucky Pickle, a hole-in-the-wall sandwich bar in Sydney's Surry Hills. What's their secret?

The press of customers outside Lucky Pickle is all the advertising that Schezad and Rakesh have ever needed. Their sandwiches are benchmark and, like all great sandwiches, behind the flash and glamour of the hero ingredient you'll find a hardworking support cast, led by mayonnaise. At Lucky Pickle, mayo appears in three out of four of their sandwich combos.

"We're always thinking up new combinations and we work for a long time to get the recipe right," says Schezad. They also choose their ingredients carefully, aiming for a composition that's tasty and

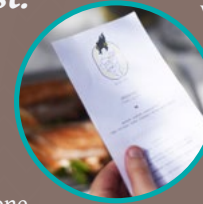
harmonious. "With our mayo, for instance, we wanted one that was creamy and not too acidic and sweet."



## We asked the guys to share some of their sandwiches secrets...

*The first bite must taste the same as the last.*

"With every bite, you should taste all the flavours," says Rakesh. That means applying all ingredients evenly across the bread. For the pork belly, mayo is painted evenly over one side of the baguette and, Rakesh says:



"Instead of putting a piece of spring onion in, as you see in the Vietnamese version, we chop and sprinkle it through the sandwich."

For their classic tuna sandwich, the tuna is folded through with just enough mayonnaise to hold it together and make it easily spread able from top to bottom and side to side, keeping them fresh and tasty.



### Make the sandwich your own.

For Schezad and Rakesh, this means stamping your personality on your creations. Lucky Pickle sandwiches always include a pickle, which they make as part of their prep routine. Pickled carrot and daikon add crunch to the pork belly sandwich and pickled zucchini features on the tuna.







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For further information on the Unilever Food Solutions range of products contact your local sales representative or phone 1800 888 695 (Australia), 0800 449 221 (New Zealand)  
[www.ufs.com](http://www.ufs.com)

