



CHEF'S GUIDE TO

RIZZING UP THE S'WICH.



TRENDS & INSPO TO TAKE YOUR SANDOS TO NEW LEVELS!



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SANGA-SATIONAL.

No matter how you cut it, sandwiches are at peak popularity. A dazzling assortment of breads, imaginative formats and international influences are combining to drive a new wave of diner interest and chef innovation.

From nostalgic to newfangled, light to loaded and understated to over-the-top, a sandwich can adopt any profile you choose.

In this modern chef's guide, we unpack the latest trends and provide you with recipes, inspiration and product solutions to take advantage of the surge in sandwiches.

So, pull up a seat as we share all that's fresh in sandwiches!

DID YOU KNOW?

The term 'cut lunch' is unique to Australia and New Zealand. Originally an alternative way to describe a sandwich, it is now used to label a light lunch that generally includes a sando.



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WHAT'S TRENDING IN SANDWICHES?

At UFS, we recently took a deep dive into the sandwich menus of cafés and caterers across Australia and New Zealand, revealing the headline trends that are exciting consumers and keeping sandos at all-time levels of popularity.



FROM NOSTALGIA TO NEW-STALGIA

Call it a throwback to the unfussy offerings of the school canteen or seaside kiosk, but right now new twists on time-honoured sandwich builds seem like the perfect fit for a complicated world.



TIME OF DAY CREATIVITY

Reflecting the rise of the all-day eatery, sandwiches are breaking free from their traditional role as a lunchtime standard. Now, we're seeing sangers for every daypart, with the versatility of the sandwich opening avenues to creatively meet changing diner lifestyles.

SHARING COMES TO SANGAS

Once considered a meal to be strictly consumed solo, sandwiches are being reimagined as a share dish. These versatile creations meet the requirements of a culture that is rediscovering the joy of sharing in the company of friends and family.



AFFORDABLE LUXURY

While it might have been unthinkable a decade ago to see sandwiches pushing \$20, venues are today creating exceptional builds with premium ingredients for what is, after all, roughly the same price as a Caesar salad.



BETTER FOR YOU

A counterpoint to loaded, indulgent sandwiches are sandos that meet differing nutritional needs, whether due to allergies or life choices. Lean proteins, lower carbohydrate counts and plant-only ingredients are becoming more prominent on local sangers.

“In Asia-Pacific, the demand for innovative and health-conscious sandwich options is rising, driving growth in segments such as gourmet, vegetarian, and regional flavours.”

cognitivemarketresearch.com/sandwich-market-report (2024)





LIMITED EDITIONS



RIZZING UP THE S'WICH:
LIMITED EDITIONS

Add a little FOMO to your sandwich menu.

Today's diners enjoy trying new dishes ... and they love the idea of a limited-edition offer. So, why not change up your sandwich menu with exciting and unmissable specials?

Short-time-only offers generate news, build exclusivity and help you take advantage of seasonal ingredients, hot trends and special buys.





BIRRIA TACO

Step up your next Mexican offering with this ultimate recipe for the best tacos ever! Birria tacos come with a whole new way of serving, by first dipping the stuffed tacos into a meat stew and then frying it up for a truly unforgettable bite!

SERVES 10

2kg chuck beef, diced
salt, to taste
black pepper, to taste
30ml vegetable oil
150g chipotle chillies in adobo sauce
150ml apple cider vinegar
4 x limes, juiced
2 x limes, for garnish
6 x garlic cloves, chopped
25g **Knorr Beef Booster Gluten Free**
75g **Knorr Jus Gluten Free**
500ml **Knorr Mexican Chunky Salsa Mild Gluten Free**
2 x brown onions, diced
5g ground cumin
5g dried oregano
4 x bay leaves
20 x tortillas, soft
500g Manchego cheese, grated
200g pickled onions
1 bunch coriander sprigs
3 x long red chillies, finely diced

1. BRAISED BEEF

- Season the beef with salt and pepper. Heat oil in a large pot over high heat. Sear the beef in batches until browned all over. Place into a casserole dish.
- Place the chipotle chillies and adobo liquid, apple cider vinegar, spices, lime juice and garlic into a blender and pulse until smooth.
- Add the processed mix to water (1L per 10 serves) along with **Knorr Beef Booster** and $\frac{1}{2}$ of the **Knorr Jus**.
- Add $\frac{2}{3}$ of the **Knorr Mexican Chunky Salsa Mild** and stir to combine.
- Pour the sauce over the meat in the casserole dish, add the bay leaves, and cook on low for 8 hours. Once ready, skim the fat off the surface of the braising sauce.
- Remove the meat and shred. Add some of the braising sauce (500ml per 10 serves) to the meat and stir to combine.

2. TO ASSEMBLE, COOK & SERVE

- Dip each tortilla into the braising sauce and add to a heated fry pan. Fry on both sides until the tortilla becomes lightly crispy.
- Add the shredded beef to one side of each tortilla, fold over, then pour a bit more sauce over the tortilla.
- Flip and cook on the other side for a few minutes. Remove from pan and repeat with remaining tacos.
- Top with Manchego cheese, pickled onions, coriander leaves and chilli.
- Serve with extra sauce from the braised beef, the rest of the **Knorr Mexican Chunky Salsa Mild** for dipping and the limes cut into wedges for garnish.

CHEF'S TIP

Substitute Manchego for parmesan, if preferred.



CLASSIC MEATBALL SANDWICH

Here you have a killer meatball recipe and all the trimmings for a classic Italian-style cheesy meatball sandwich that is sure to wow your customers and become a fast favourite.

SERVES 10

500g beef mince
500g pork mince
100g panko crumbs
100g parmesan, finely grated
2 x eggs
4 x garlic cloves, minced
8g dried oregano
salt, to taste
pepper, to taste
600ml Knorr Italiana Napolitana Sauce Gluten Free
10 x crusty bread rolls, long
200g Hellmann's Real Mayonnaise Gluten Free
250g 3-cheese mix, shredded
basil leaves, to garnish

1. MEATBALLS

- Preheat the oven to 200°C. Grease and line 2 baking trays.
- In a large bowl, combine the beef and pork mince, panko crumbs, parmesan, eggs, garlic, oregano, salt and pepper.
- Mix until just combined and form into heaped tablespoon-sized meatballs. Use an ice cream scoop to keep sizes uniform.
- Place the formed meatballs onto one of the prepared trays. Spray with some oil and bake for 15–20 minutes or until fully cooked.

- Meanwhile, heat the **Knorr Italiana Napolitana Sauce** in a large saucepan over medium heat. Add the cooked meatballs to the pan and simmer for 5–10 minutes.

2. TO ASSEMBLE & SERVE

- Heat up the grill. Split the rolls in half and place onto the second prepared tray.
- Spread each roll with **Hellmann's Real Mayonnaise**.
- Spoon 3 meatballs and some sauce onto each roll. Top with the shredded cheese mix. Place under the grill for 2 minutes or until cheese has melted.
- Garnish with basil leaves. Serve.



CUBAN REUBEN

A midnight snack go-to, perfect for serving at the bar or toasted for takeaway. This twist on an old-time favourite with Aussie pork, pickles and mustard will go down a treat.

SERVES 10

1kg pork fillets, trimmed
80g English mustard
200g **Hellmann's Real Mayonnaise Gluten Free**
20 x slices rustic style rye bread
500g dill pickles, sliced
500g shaved ham or silverside
20 x slices of Swiss cheese chips, to serve
extra dill pickles, to serve

1. PORK FILLETS

- Season pork fillets. Grill or pan fry until just cooked through, then thinly slice.

2. TO ASSEMBLE & SERVE

- Spread English mustard on half the bread and spread remaining slices with **Hellmann's Real Mayonnaise**.
- To assemble, layer pork on slices of bread spread with mustard, then top with pickles, shaved ham (or silverside) and cheese. Top with remaining bread spread with mayonnaise.
- Toast the sandwiches in a sandwich press until golden and cheese has melted. Serve accompanied with chips and extra pickles.



SHARING



From solo to shared: **SANGAS GET SOCIAL.**

Sandwiches are being reimaged as a share dish, with large-format loaves like ciabatta, Turkish bread and panini helping chefs explore innovative ways to create a meal for two (or more).

This behaviour reflects a wider shift: The New Sharing is one of eight global trends identified in our 2024 Future Menus report, underlining the impact of shared dining experiences on menus.

[CLICK TO DOWNLOAD THE 2024 FUTURE MENUS REPORT](#)





CRUMBED SANDO FINGERS WITH YUZU MAYO & KATSU SAUCE

SERVES 10

10 x pork fillets, thin
400g panko crumbs, toasted
100g plain flour
10g garlic powder
5g onion powder
20g shichimi togarashi
3g ground black pepper
2g salt
5 x eggs
100g caster sugar
20g cooking salt
2 x carrots, peeled, julienned
200ml rice wine vinegar
40ml yuzu juice
350g **Hellmann's Real Mayonnaise Gluten Free**
200g **Knorr Japanese Teriyaki Sauce Gluten Free**
200g **Knorr American Chipotle BBQ Sauce Gluten Free**
200g Savoy cabbage, thinly shredded
20 x Japanese sandwich bread, sliced oil, for shallow frying

Firmly becoming a favourite on menus around the country, this delicious Japanese katsu sando of crispy, crumbed juicy pork served sandwiched between soft white bread and slathered in creamy yuzu mayonnaise and tangy katsu sauce, is just made for sharing.

1. PORK SCHNITZEL

- Place the panko crumbs in a shallow dish.
- Combine the flour, garlic powder, onion powder, ½ of the shichimi togarashi, pepper and salt in a separate shallow dish.
- Whisk the eggs in a third, smaller, shallow dish.
- Crumb the pork fillets in flour, egg, then toasted panko. Place on a plate and repeat with the remaining pork fillets. Cover with cling film and refrigerate for 30 minutes.
- Heat oil in a medium pan over medium high heat.
- Shallow fry the pork in batches until golden brown, about 3 minutes per side. Drain on a paper towel, transfer to a wire rack, and allow to cool slightly.

2. PICKLED CARROT

- In a large bowl, dissolve the sugar and salt in hot water (500ml per 10 serves).
- Add the carrots and rice wine vinegar. Leave for 2 hours or until slightly soft.

3. YUZU MAYONNAISE

- In a medium bowl, combine the remaining ½ of the

shichimi togarashi, yuzu juice, and a little under ⅔ of the **Hellmann's Real Mayonnaise**.

4. KATSU SAUCE

- In a separate bowl, mix **Knorr Japanese Teriyaki Sauce** and **Knorr American Chipotle BBQ Sauce**.

5. CABBAGE SLAW

- In a medium bowl, toss the shredded cabbage with the remaining **Hellmann's Real Mayonnaise**.

6. TO ASSEMBLE & SERVE

- Spread the yuzu mayonnaise onto the bread slices, then top half of the slices with the cabbage slaw, followed by the pork schnitzel.
- Drain the carrots from the pickling liquid and divide between the sandwiches.
- Drizzle the prepared katsu sauce over the schnitzel and top with remaining bread slices. Press down firmly.
- Using a serrated knife, trim the bread crusts off. Cut into 3 fingers, using toothpicks to keep them together if needed.





PICNIC BÁNH MÌ

Create this delicious bánh mì recipe to delight diners on a night out, looking for that traditional, hole-in-the-wall Vietnamese charm. With refreshing pickled veg and sliced meat in a soft chewy baguette, it's the perfect sandwich for sharing.

SERVES 10

- 100g caster sugar
- 20g cooking salt
- 3 x carrots, peeled, julienned into long strips
- 250ml rice wine vinegar
- 2 x baguettes, long
- 300g **Hellmann's Real Mayonnaise Gluten Free**
- 150g deli pork slices
- 320g Asian luncheon meat, thinly sliced
- 200g smoked ham slices
- 300g chicken liver pâté
- 1 x Lebanese cucumber, julienned into long strips
- 5 x green onions, cut into 5cm lengths
- ½ bunch bird's eye chilli, sliced
- salt and pepper
- Knorr Liquid Seasoning**, to serve

1. PICKLED CARROT

- In a large bowl, dissolve the sugar and cooking salt in hot water (500ml per 10 serves).
- Add the carrots and rice wine vinegar. Leave for 2 hours or until slightly soft.

2. TO ASSEMBLE & SERVE

- Cut the baguettes in half through the top section, but not all the way through.
- Spread **Hellmann's Real Mayonnaise** generously onto one side. Spread the other side with the pâté.
- Arrange the meats between the baguettes and top with drained pickled carrots, cucumber, green onions, coriander sprigs and sliced chilli. Drizzle with some **Knorr Liquid Seasoning**, if preferred.

CHEF'S TIP

Knorr Liquid Seasoning is available from Asian supermarkets.



ITALIAN STROMBOLI

This recipe combines all the deliciousness of pizza, stuffed inside a warm and crispy dough pocket. It is a fantastic way to feed a crowd with a popular dish that is transformed into a stand, hold and eat version. Serve with **Knorr Italiana Napolitana Sauce** as a delicious dipping sauce.

SERVES 10

10g instant yeast
20g caster sugar
500g plain flour
20ml olive oil
30g **Hellmann's Real Mayonnaise Gluten Free**
300ml **Knorr Italiana Napolitana Sauce Gluten Free**
200g mozzarella, shredded
100g parmesan, grated
½ bunch basil, leaves picked
100g salami
80g pepperoni
10 x provolone slices
5g Italian seasoning
2 x eggs, lightly beaten

1. DOUGH

- Dissolve the yeast and sugar in warm water (125ml per 10 serves). Set aside to foam.
- Place the plain flour into a large bowl. Make a well in the centre, add the yeast mix, water (250ml per 10 serves), olive oil and mayonnaise. Combine to mix well.
- Knead the dough until smooth. Cover in an oiled bowl, set aside in a warm place for the dough to double in size.

2. STROMBOLI

- Preheat the oven to 200°C. Roll out the rested dough to a 17 x 20" rectangle on lightly floured surface.
- Spoon ½ of the **Knorr Italiana Napolitana Sauce** onto the dough, leaving a 2cm border.
- Sprinkle with shredded mozzarella, ½ of the grated parmesan and ½ of the basil.
- Layer on the salami, remaining basil leaves, pepperoni, provolone and sprinkle with the Italian seasoning.

- Brush some egg wash on the border, then roll the long side up into a scroll.
- Put the rolled pastry onto a lined baking tray, seam side down. Brush with the remaining egg wash and sprinkle with the remaining parmesan.
- Pinch the edges and ends to seal the roll. Slice 4 vents into the top of the stromboli.
- Bake for 20–30 minutes at 200°C, or until light brown and cooked through.

3. TO SERVE

- Allow the stromboli to sit for 5 minutes before slicing with a serrated knife.
- Serve with the remaining **Knorr Italiana Napolitana Sauce** for dipping.

CHEF'S TIP

Make the pastries 1 day in advance and keep covered in fridge.



NEW- STALGIA



Retro sandos are getting a modern makeover.

Chefs are taking cues from old-school kiosks, canteens and delis to recreate nostalgia-inspired sandwiches, but these aren't your ordinary throwbacks!

Trending breads and forward-facing ingredients are driving the reinvention of classic sangers, with fresh twists that honour tradition while meeting the tastes of today's adventure-seeking diners.



CHIP BUTTY

Put a fun international twist on the traditional chip butty by using **Knorr Patak's Tikka Masala Sauce** with **Hellmann's Vegan Aioli** for a flavoursome combination that everyone is sure to love.

SERVES 10

500g frozen chips
200g **Knorr Patak's Tikka Masala Sauce**
100g unsalted butter, softened
200g **Hellmann's Vegan Aioli Gluten Free**
300g frozen peas, cooked and mashed
20 x white bread, thickly sliced
3 x lemons, cut into wedges
salt and pepper

1. CHIP BUTTY FILLING

- Cook the chips according to package instructions. Season to taste.
- Meanwhile, heat **Knorr Patak's Tikka Masala Sauce** in a small saucepan over medium heat. Simmer for 5 minutes, stirring occasionally.

2. TO ASSEMBLE & SERVE

- Butter each slice of the bread. Top with a little under $\frac{2}{3}$ of the **Hellmann's Vegan Aioli**.
- Place hot chips onto the bread, drizzle with **Knorr Patak's Tikka Masala Sauce**, and season with salt and pepper.
- Serve with extra **Knorr Patak's Tikka Masala Sauce** and remaining **Hellmann's Vegan Aioli** for dipping, mushy peas, and lemon wedges on the side.





CLASSIC DELI SANDWICH ON FOCACCIA

Transport your diners to New York with this iconic deli sandwich. It is packed with all the good stuff, and the addition of sundried tomatoes gives a juicy, sweet tang to the creaminess of the buffalo mozzarella.

SERVES 10

10 x focaccia, herbed
150g **Hellmann's Real Mayonnaise Gluten Free**
300g pesto
300g mortadella, sliced
300g prosciutto, sliced
400g buffalo mozzarella
300g marinated capsicum
150g sundried tomatoes
½ bunch basil leaves, fresh
200g baby rocket

1. PESTO MAYONNAISE

- In a medium bowl, combine pesto and **Hellmann's Real Mayonnaise**. Set aside.

2. TO ASSEMBLE & SERVE

- Cut each of the focaccia pieces in half, lengthwise. Lightly toast until golden.
- Divide the pesto mayonnaise and spread generously on each inside slice of focaccia.
- Layer the remaining ingredients onto the base of each prepared focaccia. Season to taste.
- Top with the lid of the focaccia and serve.



'HOLLY' CROQUE MONSIEUR

Croque Monsieur is a hot ham and cheese sandwich, done the French way! This mouthwatering version uses a cheesy hollandaise sauce, in place of traditional béchamel, to add a richer, unique flavour that elevates this king of all grilled sandwiches!

SERVES 10

250ml **Knorr Hollandaise Sauce Gluten Free**

60g Dijon mustard

300g parmesan, grated

300g aged cheddar, grated

20 x sourdough bread, sliced

100g unsalted butter, softened

150g **Hellmann's Real Mayonnaise Gluten Free**

150g **Knorr American Tomato Chilli Relish Gluten Free**

20 x triple smoked ham slices

10 x Gruyère, sliced

1. CHEESY HOLLANDAISE

- Heat **Knorr Hollandaise Sauce** in a saucepan. Whisk until smooth.
- Add the Dijon mustard and whisk again to combine. Remove from heat.
- In a large bowl, combine $\frac{2}{3}$ of the grated parmesan and aged cheddar with the prepared Dijon hollandaise. Set aside and keep warm.

2. TO ASSEMBLE & SERVE

- Preheat the oven to 200°C. Grease and line 2 baking trays.
- Butter both sides of the sourdough bread. Spread half of the slices with **Knorr American Tomato Relish** and the other half with **Hellmann's Real Mayonnaise**.
- Place the bread slices with tomato relish onto the prepared trays, relish side up.
- Top them with $\frac{1}{2}$ of the cheesy hollandaise, spreading to the edges of the bread, then 2 slices of ham and Gruyère.
- Sandwich the bread together using the reserved bread slices spread with **Hellmann's Real Mayonnaise** and top with the remaining cheesy hollandaise. Sprinkle with the remaining cheese.
- Bake in the pre-heated oven for 10–15 minutes until the cheese has melted and the bread is golden and lightly crispy.



RIZZING UP THE S'WICH:
NEW-STALGIA

Retro sando inspo from menus around the country.

Get your teeth into these new-stalgia sandwich ideas, which successfully combine classic sando vibes with up-to-the-minute formats and ingredients.



At Loaf Sandwiches in Cronulla, an old-school format makes a welcome return. Their **Risk It For The Brisket Jaffle** is filled with flavour: slow-cooked beef, two cheeses, sweet onion, pickles and onion jam with a generous lash of mayonnaise.

#1



The suburban chicken joints of yesteryear are celebrated in the **Classic Chook Sandwich** by Just Down The Road in Unley, where hot chicken combines with up-to-the-minute additions of herb sauce, parmesan mayo, avocado and cucumber.

#2





#3

Nothing says classic corner store slab more than a **Spicy Tuna Melt**. This modern-day version, by the evocatively named Tuck Shop in Noosa, is loaded with canned tuna, chilli oil, pickled jalapeño, white onion, dill, mayonnaise and cheese on deli-style rye.



#4

Channelling traditional European delicatessen vibes, the **Deli Cold Cuts** sandwich by Saul's Sandwiches in Carnegie is a meat-lover's delight. Flavoursome cuts of salami, mortadella and shaved ham are complemented by old-school cheese, onion, pickle and iceberg lettuce, then finished with a contemporary slam dunk of red pesto, balsamic, aioli and Calabrian chilli.





NUTRITION- **AWARE**



There's a buzz around **BETTER- FOR-YOU** sandos.

Research tells us that demand for health-conscious sandwiches is rising. Along with cost of living challenges, it's no wonder the likes of veggie-based sandos are currently doing good business.

Dark rye, gluten-free and wholegrain breads are now standard sandwich menu inclusions, while other better-for-you sandwich builds are including gluten-free fillings, lean proteins and pickled ingredients.



JAPANESE EGGPLANT KATSU SANDWICH

Whether or not you are vegetarian, this cracking eggplant katsu sandwich will please even the inveterate meat-lover. A crispy golden crumbed eggplant paired with soft fluffy Japanese milk bread makes for the perfect special treat at any time of the day.

SERVES 10

1.2kg Japanese eggplant, cut into 1.5cm-thick slices
30ml olive oil
10g shichimi togarashi
120g wombok, finely shredded
300g **Hellmann's Vegan Aioli Gluten Free**
200g plain flour
4 x eggs
400g panko crumbs
200g **Knorr Japanese Teriyaki Sauce Gluten Free**
100g **Knorr American Chipotle BBQ Sauce Gluten Free**
20 x Japanese white bread, sliced thick
vegetable oil, for frying
Japanese pickles, to serve



1. EGGPLANT KATSU

- Preheat oven to 220°C. Line a large oven tray with baking paper.
- Drizzle the eggplant slices with olive oil, then sprinkle each side with the shichimi togarashi.
- Arrange the eggplants in a single layer onto the oven tray and roast for around 20 minutes or until just cooked. Allow to cool.
- Place the flour and panko crumb in two separate shallow bowls, then whisk the eggs in a third shallow bowl.

- Dust the cooked eggplant with flour, shaking off the excess. Then dip into the egg and add to the panko crumbs, turning to coat well.
- Heat oil in a fryer to 180°C. Fry the crumbed eggplant in batches for 2–3 minutes, or until golden and cooked through. Drain on paper towel.

2. JAPANESE SLAW

- Combine the wombok and about $\frac{3}{4}$ of the **Hellmann's Vegan Aioli** in a bowl, season to taste. Set aside.

3. TONKATSU SAUCE

- Combine **Knorr Japanese Teriyaki Sauce** and **Knorr American Chipotle BBQ Sauce** in a small bowl.

4. TO SERVE

- Spread a little tonkatsu sauce on half of the bread slices. Spread the remaining slices with the rest of the **Hellmann's Vegan Aioli**.
- Top half of the slices with the Japanese slaw and the crumbed eggplant.
- Drizzle with a little more tonkatsu sauce, then sandwich with remaining bread slices.
- Cut sandwiches in half and serve with Japanese pickles on the side.



LOADED KŪMARA TOAST

Swapping out bread for sweet potato gives this toast a big point of difference. Plant-based food consumption is on the rise, and this healthy option gives gluten the flick in favour of all-veggie goodness.

SERVES 10

oil, for brushing

400g **Knorr Hollandaise Sauce**
Gluten Free

200g feta, crumbled

150g **Knorr Italian Glaze with Balsamic**

1.75kg whole kūmara

1kg heirloom tomatoes, sliced

1.75kg avocados

cracked black pepper, to serve

extra virgin olive oil, to serve

micro herbs, to serve

1. KŪMARA

- Cut kūmara into long slices, about 2.5 cm thick. Brush with oil and bake until tender. Set aside to cool.

2. TO ASSEMBLE & SERVE

- Chop tomatoes and remove flesh from avocados.
- Top slices of baked sweet potato with chopped tomatoes, salt, cracked black pepper and a drizzle of **Knorr Hollandaise Sauce**.
- Top once more with avocado, feta, salt, cracked black pepper and **Knorr Italian Glaze with Balsamic**.
- Drizzle extra virgin olive oil and garnish with a sprinkle of micro herbs to serve.





BBQ PULLED MUSHROOM SANDWICH

These vegetarian BBQ pulled mushroom sandwiches are tangy, smoky and a little spiced. When paired with a creamy tahini slaw, they will delight all diners.

SERVES 10

500g king brown mushrooms
400g king oyster mushrooms
2 x brown onions, thinly sliced
60ml olive oil
10g smoked paprika
3g cayenne
2g salt
6 x garlic cloves, minced
400ml **Knorr American Chipotle BBQ Sauce Gluten Free**
300g red cabbage, shredded
2 x carrot, peeled and shredded
4 x green onions, sliced
150g **Hellmann's Vegan Mayonnaise Gluten Free**
50g tahini
100g baby rocket
10 x brioche burger buns with sesame seeds
10g sesame seeds, to serve

1. PULLED MUSHROOMS

- Preheat oven to 200°C. Grease and line a baking tray.
- Halve the mushrooms lengthways and finely chop the caps.
- Drizzle the mushrooms and brown onions with ½ of the olive oil. Add the paprika, cayenne, salt and garlic.
- Stir in ½ of the **Knorr American Chipotle BBQ Sauce**. Toss to coat evenly.
- Bake for 20 minutes or until mushrooms are slightly crispy and brown on the edges. Remove from oven and set aside.
- Heat remaining ½ of the olive oil in a large frying pan over medium high heat. Add the mushroom mixture and cook, stirring for about 4 minutes, until it is thickened and the sauce has coated the mushrooms and onions.

2. SLAW

- Combine the cabbage, carrot, green onions, **Hellmann's Vegan Mayonnaise** and tahini. Stir and season to taste.

3. TO ASSEMBLE & SERVE

- Place the slaw onto the brioche. Top with mushrooms and baby rocket.
- Drizzle with extra **Knorr American Chipotle BBQ Sauce**. Sprinkle with sesame seeds and serve with veggie crisps as a side, if preferred.



CHICKPEA SALAD SANDWICH

Fresh is best, and we're using a medley of vegetables for crunch in this on-trend vegan sandwich that won't go soggy with a spread of **Hellmann's Real Aioli**.

SERVES 10

10 x Turkish rolls, halved
300g red cabbage, shredded
250g Chinese cabbage, shredded
500g carrots, grated
200g **Hellmann's Real Aioli Gluten Free**
50g **Knorr Italian Glaze with Balsamic**
500g chickpeas, rinsed and drained
20g coriander sprigs

1. TO COOK & ASSEMBLE

- Lightly toast the Turkish rolls.
- Combine **Hellmann's Real Aioli** with **Knorr Italian Glaze with Balsamic**.
- Spread the rolls with the balsamic aioli.
- Top with shredded red and Chinese cabbages, grated carrots and chickpeas.
- Scatter over coriander sprigs. Serve.

CHEF'S TIP

Spread some **Knorr Thai Sweet Chilli Sauce** on the buns as well, together with the **Hellmann's Real Aioli**.





PROFIT- ABILITY



RIZZING UP THE S'WICH:
PROFITABILITY

Sandwiches hit the profitability sweet spot.

They say there's no such thing as a free lunch, but the moderate cost of producing a top-class sandwich means customers can enjoy great value while operators make solid margins.

With cost-of-living pressures and persistently high interest rates influencing consumer spending, sandwiches are a cost-effective meal. They are quick and easy to prepare, simple to plate or pack, and involve very little waste.



CHOPPED STEAK SANDWICH

Easily transform leftover steak into this flavoursome hot sandwich, using a handful of kitchen staples to create a delicious meal and ensure nothing goes to waste.

SERVES 10

50g butter
80ml olive oil
2 x brown onions, sliced
100g brown sugar
80ml balsamic vinegar
200g **Hellmann's Vegan Aioli Gluten Free**
20g horseradish cream
1.5kg steak, cooked and sliced, cold from leftovers
10 x cheddar, sliced
250g roasted red capsicum, cut into strips
10 x crusty ciabatta rolls
200g baby rocket, to serve
veggie chips, to serve

1. CARAMELISED ONIONS

- Heat a large heavy-based pan over low to medium heat. Warm up the butter and $\frac{1}{2}$ of the olive oil until the butter melts.
- Add the onions and cook gently, stirring until caramelised, about 15 minutes.
- Add brown sugar and balsamic vinegar. Continue to cook, stirring occasionally for a further 10 minutes. Remove from heat, transfer to a heat proof bowl, and set aside to keep warm.

2. HORSERADISH MAYONNAISE

- In a medium bowl, combine the **Hellmann's Vegan Aioli** and horseradish cream. Season to taste and set aside.

3. STEAK

- In a separate grill pan, heat the remaining olive oil over medium high heat. Add the sliced steak and cook for 5 minutes or until heated through. Season to taste.
- Add cheese into the pan to mix through and melt.
- Stir in the roasted capsicum strips until warmed through.

4. TO ASSEMBLE & SERVE

- Slice each of the ciabatta rolls in half and lightly toast.
- Spread horseradish mayonnaise onto the inside of the rolls.
- Add the steak mix, then top with caramelised onions and baby rocket. Season to taste.
- Serve with veggie chips on the side, if preferred.



NICOISE OPEN SANDWICH

Nicoise salad meets tuna sandwich! This beautiful combo lets you pile the toppings high! With the addition of crunchy radish, this open-style sandwich is a creative dish crossover and packs a neat little punch.

SERVES 10

10 x eggs
200g Hellmann's Vegan Aioli Gluten Free
10g Knorr Thai Lime Powder
2 x baguette, long
1 x tuna slices in spring water (250g), drained
4 x radish, thinly sliced
60g baby spinach
100g heirloom cherry tomatoes, halved
½ bunch chives, sliced

1. BOILED EGGS

- Add 10 eggs at a time to a saucepan of boiling water. Reduce the heat slightly so the eggs don't crack, and cook for 8 minutes.
- Remove the eggs with a slotted spoon. Transfer to a bowl of iced water for 10 minutes, then peel under running cool water.
- Slice the eggs ready for topping.

2. LIME AIOLI

- Mix Hellmann's Vegan Aioli and Knorr Thai Lime Powder in a small bowl. Set aside.

3. TO ASSEMBLE & SERVE

- Slice the baguette or bread of choice on a diagonal into 20 slices.
- Spread the lime aioli over each slice. Layer on the radish slices, baby spinach leaves, tuna slices and cherry tomatoes, and then top with sliced boiled eggs.
- Season with sea salt and freshly cracked pepper. Serve.





GRILLED KIM-CHEESE SANDWICH WITH JALAPEÑOS

When it comes to comfort food, nothing quite hits the spot like a classic grilled cheese sandwich. Give it a modern touch with a delicious fusion of caramelised kimchi and gooey cheese to leave your diners' tastebuds happy.

SERVES 10

120g butter
½ bunch green onions, sliced
3 x garlic cloves, crushed
600g kimchi, store bought, chopped
200g **Hellmann's Vegan Aioli Gluten Free**
20 x rustic Turkish rolls
20 x cheddar slices
100g pickled jalapeños

1. KIMCHI CHEESE FILLING

- In a large heavy-based pan, heat ⅓ of the butter over medium heat.
- Add the green onions and garlic, fry gently until fragrant and softened. Season with salt.
- Add the chopped kimchi and cook until most of the moisture has evaporated, then add the jalapeños.
- Transfer the mix to a bowl and add ½ of the cheddar. Stir through to melt.
- Use ½ of the remaining butter to spread on the inside and outside of the bread slices. Then spread the inside of each bread slice with **Hellmann's Vegan Aioli**.

- Add the remaining slices of cheddar, 1 per sandwich.

2. TO COOK & SERVE

- Wipe out the pan and reheat over medium heat. Melt the rest of the butter.
- Add the sandwiches in batches and cook until the bread is golden brown on both sides, about 1–2 minutes per side.
- Transfer to a chopping board, slice and serve.



RIZZ UP YOUR S'WICH



RIZZING UP THE S'WICH:
RIZZ UP YOUR S'WICH

Get set to **STEP UP** your sandwich game.

When purchasing a sandwich out of home, diners are usually on the lookout for something better than or different to what they could make themselves.

Chefs are turning to distinctive breads like ciabatta, brioche, panini and sourdough to create a higher perception of value, while finding new ways to elevate their sandos with exotic spices, colourful ingredients, loaded portions and signature sauces.





FOCACCIA SANDWICH WITH AJVAR RELISH MAYO

Take your focaccia to the next level with this delicious masterpiece that's rich, flavoursome and fluffy. Layered with fresh greens, cured Italian meats and a creamy oozy burrata, it also gives a sneaky kick with the inclusion of 'nduja.

SERVES 10

20 x focaccia, herbed, freshly baked
200g **Hellmann's Real Mayonnaise Gluten Free**
100g ajvar relish
150g mixed lettuce leaves
120g 'nduja
120g burrata
1 x red onion, thinly sliced
200g mixed heirloom tomatoes, sliced
20 x smoked pancetta slices
10 x smoked provolone slices
10 x fennel salami slices
10 x hot sopressa salami slices
120g cornichons, to serve

1. AJVAR RELISH MAYO

- Combine the ajvar relish and **Hellmann's Real Mayonnaise** in a small bowl.

2. TO ASSEMBLE & SERVE

- Slice the fresh focaccia in half lengthways and lightly toast.
- Spread the 'nduja on the inside of the focaccia halves to be used as the lid.
- Spread the ajvar relish mayo on the inside of the other focaccia halves to make the base. Then divide the mixed lettuce leaves between each base.
- Layer the cheeses, onion slices, tomatoes and cured meats on the base of the focaccia.
- Top with the lid and serve with a side of cornichons.





HANOI FISH SANDWICH WITH RED CURRY MAYO

A light, Vietnamese-style fish sandwich with characteristic pickled carrots and coriander that add an extra texture and flavour hit.

SERVES 10

10 x fish fillets (115g), crumbed
300ml **Hellmann's Real Mayonnaise Gluten Free**
80g **Knorr Thai Red Curry Paste**
100g sugar
300g carrot, shredded
100ml vinegar
100g lettuce, shredded
50g coriander leaves
10 x milk bread rolls, halved

1. FISH

- Deep fry the fish fillets until golden. Drain and set aside.

2. CURRY MAYO

- Combine **Hellmann's Real Mayonnaise** and **Knorr Thai Red Curry Paste**.

3. PICKLED CARROT

- Boil the sugar with 100ml of water. Add the vinegar.
- Combine the brine with the carrots. Allow to sit for 20 minutes.

4. TO ASSEMBLE & SERVE

- Fill a roll with a fillet, pickled carrot, lettuce, coriander and curry mayo.

SERVING SUGGESTION

Matchstick fries go a treat with this sandwich.



BUTTERMILK FRIED CHICKEN SANDWICH WITH FRENCH ONION MAYO

SERVES 10

300g Hellmann's Real Mayonnaise Gluten Free

40g Continental Professional French Onion Soup Mix Gluten Free

600ml buttermilk

100ml sriracha sauce

300g plain flour

5g dried oregano

5g garlic powder

3g onion powder

2g ground white pepper

3g smoked paprika

1kg chicken thigh fillets, trimmed

10 x brioche buns, halved

200g dill pickles, sliced

300g baby gem lettuce, leaves separated

salted crisps, to serve

1. FRENCH ONION MAYONNAISE

- Combine **Continental Professional French Onion Soup Mix** and **Hellmann's Real Mayonnaise** in a small bowl. Set aside to chill in the fridge.

2. BUTTERMILK CHICKEN

- Marinate the chicken thigh fillets in buttermilk, ½ of the sriracha sauce, salt and pepper for 4 hours or overnight.
- Combine the flour, dried oregano, garlic powder, onion powder, smoked paprika, salt and pepper in a shallow dish.
- Drain the chicken from the buttermilk marinade. Dip each fillet in the flour mix, then back in the buttermilk marinade, and then coat with flour again. Set aside and repeat with the remaining chicken.

- Heat some oil over medium high heat and fry 2 fillets at a time until golden brown. Drain on wire rack over a tray.
- Fry the remaining chicken in batches, and allow to rest for 10 minutes before assembling the sandwiches.

3. TO ASSEMBLE & SERVE

- Spread the chilled French onion mayonnaise onto the brioche.
- Layer with sliced pickles, lettuce leaves and fried chicken, finishing with a drizzle of the remaining sriracha sauce.
- Serve with salted crisps on the side, if preferred.



RIZZING UP THE S'WICH:
RIZZ UP YOUR S'WICH

For fresh inspiration, go to the **SAUCE.**

Our research reveals that a growing number of operators across Australia and New Zealand are adding signature sauces and spreads to their sangers.





SAUCE SECRETS.



A signature sauce can add unique on-trend flavours to a dish, increasing menu diversity, setting your sandwiches apart from those of your competitors and allowing you to easily respond to changing consumer trends and preferences.

We recommend starting with a base of our famous **Hellmann's Real**—a high-quality, rich and creamy mayonnaise—and adding other ingredients or sauces to build unique signature flavours that take your handheld heroes to new heights.

Also consider **Hellmann's Vegan** mayonnaise for a plant-based solution that doesn't compromise on flavour.



[Click here for recipe inspiration](#)





30 INSPIRING SANDWICH IDEAS

Check out our top sandwich picks from local menus,
showcasing outstanding creativity across the region.





01. Hot Honey Salami

Salami, Calabrian chilli paste, horseradish mayo, stracciatella, rocket and hot honey vinaigrette

Hector's Deli

253 Coventry Street,
South Melbourne, Victoria

02. Mediterranean Halloumi On Wholemeal

Grilled spiced halloumi, marinated capsicum, cucumber, kalamata and herb mayo, mixed leaves

Born and Bread Bakehouse

364 Pakington Street,
Newtown, Victoria

03. Crispy Pork Bánh Mì

Crispy pork in bread with butter and pâté, pickled veggies, cucumber, coriander, spring and fried onions, hoisin and soy sauce, chilli

Phuóc Thanh

206 Victoria Street,
Richmond, Victoria

04. Deli Cold Cuts

Salami, mortadella, shaved ham, cheese, onion, pickle, red pesto, balsamic, aioli, iceberg lettuce and Calabrian chilli

Saul's Sandwiches

315 Neerim Road,
Carnegie, Victoria

05. Philly Cheese Steak Bagel

Sliced roast beef, Swiss cheese, mayonnaise and fresh red onion

Out of Order

352 Hargreaves Street,
Bendigo, Victoria

06. Salad on Spelt

Tahini, carrot, salted cucumber, roasted capsicum, pickled beetroot, avocado, butter lettuce on seeded spelt

Ruben's Deli

Kings Arcade, 978 High Street,
Armadale, Victoria

07. Cheech

Italian-style sausage, friarielli, broccoli, chilli oil and taleggio on focaccia

Zita's

16 Toorak Road,
South Yarra, Victoria

08. Beef Pastrami and Kimchi Toastie Roll

Flavourful cured beef brisket slices, Japanese pickles and salad leaves dressed in house-made kimchi mayo and smoky cheese mayo in a toasted Shokupan roll

Le Bajo Milkbar

8-14 Howard Street,
North Melbourne, Victoria





NSW

01. Buttermilk Fried Chicken Sando

Fried chicken, Sandoitchi seasoning, pickled cucumber, sriracha mayo, thick-cut white bread

Sandoitchi

113–115 Oxford Street,
Darlinghurst, New South Wales

02. Herby Sailor

Herby tuna, baby cos, fresh tomato, jammy egg, pickled fennel and mayo

S'WICH

149 Glenayr Avenue,
Bondi Beach, New South Wales

03. Dylan Dog

A choice of bratwurst (mild) or debreziner (spicy) sausage in a soft roll with grilled onions, house relish, American mustard, coleslaw and sauerkraut

Dylan's

82–84 Stirling Terrace,
Albany, New South Wales

04. Breaky Souvlaki Pita

Chorizo, fried eggs, spinach, crispy potato, quinoa tabbouleh, smoky tomato relish and aioli

South End Social

Shop 1/32 Mann Street,
Gosford, New South Wales

05. Terrigillian

Tuna smash with yuzu mayo, corn, cucumber, torch-melted provolone, Spanish onion, spinach and alfalfa on focaccia

Lemmy's Deli

48 Terrigal Esplanade,
Terrigal Beach, New South Wales

06. The Anthony Bourdain

Grilled mortadella, salami, provolone, olives, chopped salad, pickled chilli, chipotle mayo and habanero marmalade

Chiefly West

6 Stewart Avenue,
Newcastle, New South Wales

07. Tartufo Panini

Prosciutto di parma, provolone dolce, pickled fennel, rocket mayo and truffle EVOO

Dom Panino

122 Marion Street,
Leichhardt, New South Wales

08. Risk It For The Brisket Jaffle

Slow-cooked beef, two cheeses, sweet onion, pickles and onion jam with mayo

Loaf Sandwiches

89 Cronulla Street,
Cronulla, New South Wales

09. The Polly Sandwich

Vegan pesto mayo, cucumber, avocado, apple, shreddeduce and chilli

Frank's Sandwiches

279 Bronte Road,
Waverley, New South Wales





01. Original Deli Sandwich

Inferno salami, mortadella, cured ham, iceberg lettuce, provolone, yellow mustard aioli, pickled cucumber and red onion

[Joe's Deli](#)

**123 Albert Street,
Brisbane, Queensland**

02. Forest Mushrooms Toastie

Sautéed Swiss brown and porcini mushrooms, fried enoki, parmesan bechamel, Swiss cheese and truffle oil on light rye

[Deli Dakota](#)

**30 Badminton Street,
Mount Gravatt East, Queensland**

03. Gringo

Chicken breast, Mexican spices, Monterey Jack cheese, tomatoes, jalapeños, red onion, lettuce and chipotle mayonnaise

[DannyBoys](#)

**88 Musk Avenue,
Kelvin Grove, Queensland**

04. Spicy Tuna Melt

Canned tuna, chilli oil, pickled jalapeños, white onion, dill, mayonnaise and cheese on deli-style rye

[Tuck Shop Noosa](#)

**32A Sunshine Beach Road,
Noosa Heads, Queensland**

05. The J.F.C

Janus fried chicken, crisp lettuce, apple slaw, garlic soy sauce on a milk bun

[Janus Deli](#)

**Shop 14/458 Olsen Avenue,
Molendinar, Queensland**





01. Pho-Style Beef Sandwich

Hoisin-glazed beef, bean sprouts, coriander, Thai basil, pickled white onion and pork crackling

[Carton Deli](#)

62 Pulteney Street,
Adelaide, South Australia

02. Classic Chook

Hot chicken, herb sauce, parmesan mayo, avocado and cucumber

[Just Down The Road](#)

127 Greenhill Road,
Unley, South Australia





01. Big Bang Rendang

Slow-cooked beef rendang, cucumber, citrusy pickled red cabbage, coriander, spring onions, fresh chilli (optional) topped with ZaZa's mayo in a toasted long panini

[Joey ZaZa's Boss Sandwiches](#)

45 St George's Terrace,
Perth, Western Australia

02. Eggplant Parmigiana Hoagie

Eggplant, grilled zucchini, Swiss cheese, mozzarella, parmesan, sugo sauce on a crusty roll

[Satchmo Café](#)

2/410 Fitzgerald Street,
North Perth, Western Australia



01. Pork Belly Gochujang Sandwich

Slow-roasted orange and thyme pork belly slices, glazed with honey gochujang mayo

[Dedwood Deli](#)

2/106 Ponsonby Road,
Auckland, New Zealand

02. Veggie Smash Bagel

Carrot and chickpea spiced smash with green goddess labneh and spiced seeds

[Federal Delicatessen](#)

86 Federal Street,
Auckland, New Zealand

03. The Bombay

Spiced potato, coriander, chaat masala, mint chutney and cheese

[Central Deli Sandwiches](#)

8 New Regent Street, Christchurch
Central City, New Zealand

04. California Sunrise

Tuscan mushrooms, cheese, egg, spinach and mayonnaise

[Wholly Bagels](#)

39 The Terrace,
Wellington City, New Zealand



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HELLMANN'S REAL MAYONNAISE

Uses traditional ingredients for a scratch-made taste. It's made with egg yolks, vegetable oil, lemon juice and vinegar.

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HELLMANN'S DELI MAYONNAISE

Delivers a consistent sweet and tangy taste with a rich and creamy texture.

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Made to an authentic recipe using egg yolks and infused with garlic for that balanced, real scratch-made taste.

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HELLMANN'S VEGAN MAYONNAISE

The authentic taste of Hellmann's Real Mayonnaise in a vegan-friendly recipe that is ideal for plant-based menus.

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HELLMANN'S VEGAN AIOLI

With the same, trusted rich roasted garlic taste and quality of Hellmann's Real Aioli, you can serve this to all your diners, regardless of dietary requirements.

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