



DRIVE DINER DEMAND WITH LION'S RANGE OF VERSATILE SAUCES, INSPIRED BY ON-TREND WORLD FLAVOURS!

World flavours are increasingly in demand - our recent research suggests almost 80% of UK diners want to try new cuisines when eating out*. Driven by a desire to taste new and exciting foods they've seen on social media, people of all ages are searching for menus with something different, whether that's a hot and spicy dish, one with street-food influences, a barbecue inspired dish, or one containing on-trend Asian flavours. But adding in new tastes from around the world to your menu doesn't need to be complicated. It can be as simple as adding a great new sauce, dressing or mayo to a humble salad, sandwich, burger or wrap. So what does this mean for your business? By offering an exciting array of on-trend world flavours with Lion's versatile range, you're

meeting customer demand for something new and exciting. This will help you achieve both return custom and increased spend - meaning more diners and more profit, this summer and beyond.



THREE WAYS WITH...PIRI PIRI SAUCES

Avocado and Prawn Pirinaise Salad



[CLICK HERE](#)



Piri Piri Chicken Kebab

[CLICK HERE](#)

Roasted Sweet and Spicy Corn on the Cob



[CLICK HERE](#)

If you'd like to find out where to buy Lion,

[CLICK HERE](#)

And if you have any questions about how Lion can help drive diner demand

[CLICK HERE](#)

FACT BOX

What our survey told us about how Britain likes to eat:

76%  of all UK diners enjoy eating **barbecue dishes**

50.0%  of all UK diners enjoy eating **spicy foods**

Chinese, Indian and Italian are the UK's favourite cuisines

Greek, Korean and Indian cuisines  are what UK diners would most like to try next

85% of people in the UK have eaten at a **street food event** or **food market**

Discover the full range at www.lionsauces.co.uk

