

Bayou Barataria – Shrimp Nugget Evaluation

Taste

-overall appealing. Good balance of sweetness from the shrimp, salinity (salt), no bitterness or unpleasant notes, and a pleasant spiciness that was not overpowering. I enjoyed the nuggets with a little lemon juice sprinkled on after cooking and found that the acidity from the additional fresh lemon was complimentary, but not necessary.

Sweet- see above

Salty- see above

Sour/ acid- see above

Bitter- see above

Spiciness- see above

Color

-appealing color, what I would expect from a fresh shrimp product, not necessarily from a processed nugget. Not at all the appearance of over manipulation or processing. Fresh looking. When cooked properly, the product fries to a golden color that is desirable in a fried or par fried product.

Moisture

-I found the moisture to be sufficient so that the product could be enjoyed without any additional sauces. Many lower quality fried products require an additional flavor system to compensate for lack of moisture, I did not find this to be the case.

Texture

-crisp breading system. I particularly enjoyed the whole pieces of shrimp in the nugget that I feel gives the product a premium mouth feel, compared to other similar products that may contain a lot of filler, which is generally considered undesirable. The product has potential beyond what would be considered a “value” product.

Aroma

-fresh, shrimp, pleasant spicy aroma.

Size

-perfect for use in the snack category between lunch and dinner, as well as late night after dinner. Large enough to have a good crispy outside to inside ratio but small enough to be portable, snackable and viable in multiple menu applications.

Commercial feasibility

-This product could be served in many capacities, including QSR, Fast casual, casual and Institutional.

Applications

-appetizer, sides, as part of an entrée paired with other LA products, entrée salads, sliders, snack category

Pairings, sauces, etc...

-Though enjoyable by itself, today's consumer enjoys options and customization. The product is the perfect platform for operators to create a sauce program around to offer 4-5 sauces that all pair with the product. I suggest a well rounded flavor profile for the sauces that encompasses sweet, sour, salty, and spicy to compliment the product's inherent characteristics.

Other Thoughts:

I would like to see the nutritional values for the product to further determine viability in specific vendors, dependant on their specifications.