

SUPC 7419670 • 24/3.75 OZ



PHILLIPS FOODS

Crab Cake Egg Roll

A coastal favorite with a menu-ready twist. These crisp, golden egg rolls showcase premium wild-caught crab blended with panko breadcrumbs, signature seafood seasoning, Worcestershire sauce, mayo, mustard, and a squeeze of lemon. All the craveable flavor and crunch in a versatile format that is easy to prepare, consistent, and unique.



Scan to
shop.

WHY WE LOVE IT

- **On-Trend Seafood Innovation:** Familiar coastal flavor in a fresh format that earns attention on menus, making it ideal for seasonal rotations and LTOs.
- **Fast, Consistent Prep:** Simple fry-and-serve execution supports tight labor and busy service.
- **Flexible Menu Placement:** Works as a shareable bite, appetizer, or small plate across dayparts.
- **Premium Larger Size:** Increases perceived value and provides a high-end luxurious appearance.

CRAB CAKE EGG ROLLS WITH SPICY REMOULADE

Crispy, golden crab cake eggrolls served with a zesty sriracha-remoulade dipping sauce. A craveable, premium appetizer that delivers big flavor with simple execution.



APPLICATIONS

- > Feature as a happy hour offering or bar bite
- > Serve as an appetizer with house-made dipping sauces
- > Run as an LTO to drive traffic and buzz
- > Offer as an entrée add-on or combo component to lift check averages

FUN FACTS

41% of consumers are interested in coastal-inspired dishes, making seafood-forward fusion a strong play. (*Datassential, 2025 Food & Beverage Trends*)

62% of consumers are more likely to try a dish that blends familiar and global elements. (*Datassential, 2025 Flavor & Format Trends*)