

Innovative fried fish selections add appeal to Lenten menus



Foodservice operators looking to hook customers during the upcoming Lenten season are turning to bold and appealing menu selections focusing on fried fish. Restaurateurs and suppliers are amping up fish sandwiches, fish and chips and fish tacos by infusing them with dynamic, unexpected flavors.

“Fish is the perfect canvas for any flavor,” says Arlene Spiegel, of Arlene Spiegel & Associates, a restaurant consulting company in New York. “And people love fried food. A fried fish sandwich or fish and chips can be stellar. And it shouldn’t be just for Lent. It can be promoted all year round. It can be something important.”

TURNING UP THE FLAVOR

Whatever the presentation, operators looking

to hit a culinary home run during Lent should not mute their flavor palette when it comes to fish. Spiegel recommends that operators incorporate current trends when preparing the dish. “The good thing about fish is that it goes with everything,” she says. “The breading can be varied; so can the roll. It can be all-American barbecue, or served with melted cheddar and apple. You can serve it with a chimichurri sauce — anything Latin would be amazing.”

Experts agree that fried fish holds great promise for chefs and operators looking to boost traffic and revenues during the Lenten season. “Fried fish could be absolutely stellar on a menu,” Spiegel says. “But it can’t be just an afterthought. It must be featured — something important. It needs to be glorified and celebrated. ■