

COOK UP MENU INNOVATIONS **WITH MAINE LOBSTER**



SUSTAINABLY HARVESTED

DISTINCTLY SWEET



Technomic®



INNOVATING EATS

We've entered the golden age of menu innovation. With the rise of social sharing, customers are looking for more variety in their everyday dining, leading to pressure to keep menu offerings fresh, exciting and bold.

Restaurants are updating menus faster than ever to keep up, but it can be challenging when trends go in and out of style faster than you can scroll. Enter Maine Lobster: a premium protein that has stood the test of time, continues to excite customers across the country and can help any restaurant make a splash in a sea of sameness.

The Maine Lobster Marketing Collaborative has created this guide to help restaurateurs and chefs as they seek to find inspiration, bolster profits, create distinction and attract more customers with mouthwatering meals.

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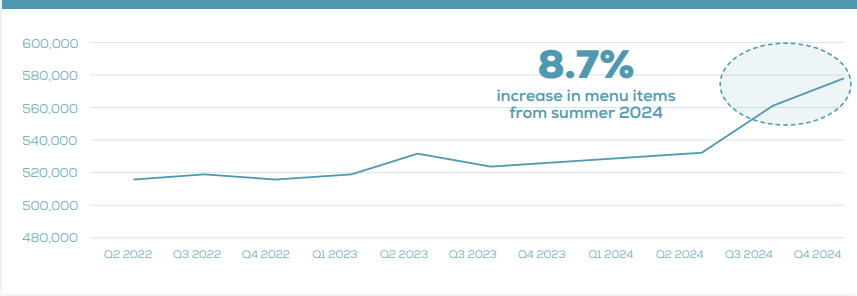
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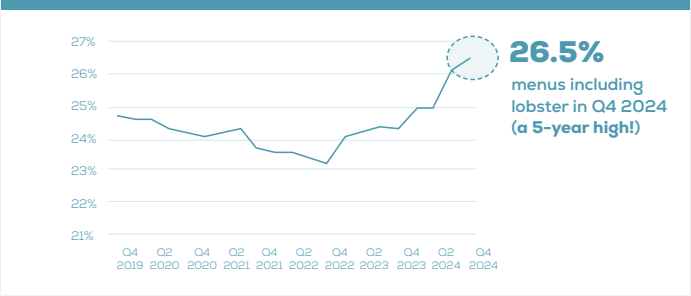
EXECUTIVE SUMMARY

Menu innovation is at an all-time high. As more customers look to their favorite restaurants to excite them with new flavors and offerings, lobster is leading the charge as a premium protein upgrade.

TOTAL MENU ITEMS ACROSS 8,308 RESTAURANTS



LOBSTER MENTIONS ON MENUS



The Maine Lobster Difference

No matter the dish or the occasion, Maine Lobster elevates a meal and turns it into an opportunity for *shell*-ebration. As the ultimate symbol of quiet luxury dining, this premium protein is a favorite among customers because of its rich flavor, history and sustainability story.

Taste

There's no lobster sweeter than Maine Lobster. Maine's pristine and cold waters naturally marinate New Shell Maine Lobster to create the most tender and sweetest lobster on Earth.

Legacy

Lobster has been embedded in the cultural fabric of Maine since the first documented catch in the 1600s.

Sustainability

5,000+ lobstermen build on the tradition of the lobstermen before them and hand-harvest 80+ million pounds of lobster each year.

Innovate with Maine Lobster

With today's trends, restaurants have an opportunity to stand out from the sea of sameness while also adding business value. Whether you include it as a premium add-on to a salad or base your entire dish around the protein, putting Maine Lobster on the menu can drive customer excitement and new revenues for restaurants.

Our Premium Story Drives a Premium Price

	Price with Lobster	Price with Maine Lobster	Increased Revenue Opportunity
All Dishes	\$39.46	\$46.17	17%
Appetizer	\$35.45	\$52.90	49%
Entrée	\$42.49	\$45.51	7.1%



Make it a Maine Morning



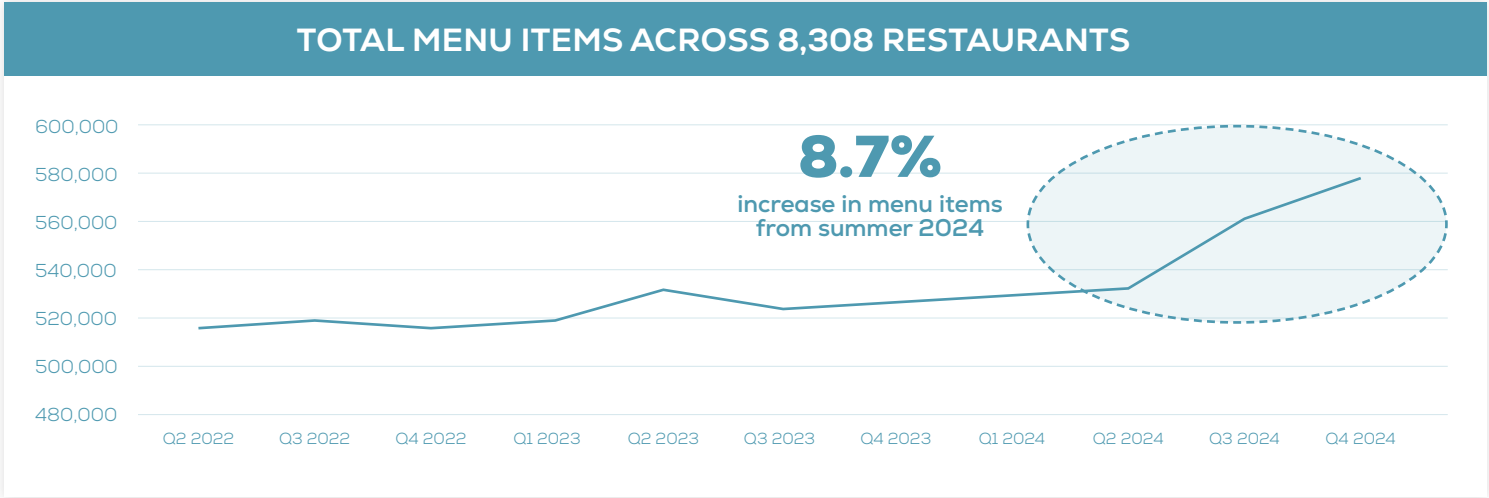
Make a *Shell* of a Sauce



Make Maine International



INNOVATION IS EVERYWHERE



"It's clear dining is no longer just about eating; it's about *experiencing something unique*."¹

ROBERT EARL, PRESIDENT & CEO,
EARL ENTERPRISES

"Diners will increasingly *crave an unexpected twist* in their culinary experiences. From innovative plating to surprising flavor pairings, an element of surprise will shape the dining scene in 2025."¹

DANIEL LATHAM, CHEF,
THE TABLE, JERSEY CITY, NJ

AND IT'S HAPPENING UP AND DOWN THE MENU

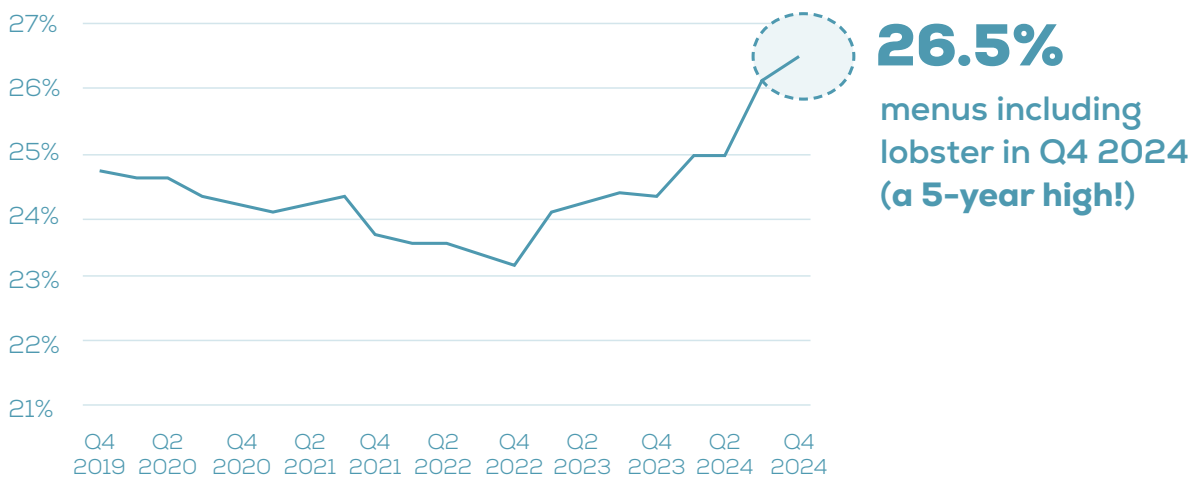
	Item Count Growth \$, Past Year	Total New Items in Past Year
Entrée	8.9%	24,670
Appetizer	12.6%	12,224
Side	8.1%	4,502
Dessert	13.3%	4,446

Source: Key Foodservice Trends Report through Q4 2024, Pricing Index Q4 2024

THE LOVE OF LOBSTER

One premium protein is leading the innovation charge: lobster. Demand for lobster is at an all-time high with consumers seeking out healthy, sustainable and indulgent food options. Chefs are relying on the flavorful, nutrient-packed protein to meet demand and uplevel their menus in brand new ways. Beyond its rising popularity as a menu fixture, the protein is also adding a splash of differentiation to seasonal and limited-time offerings.

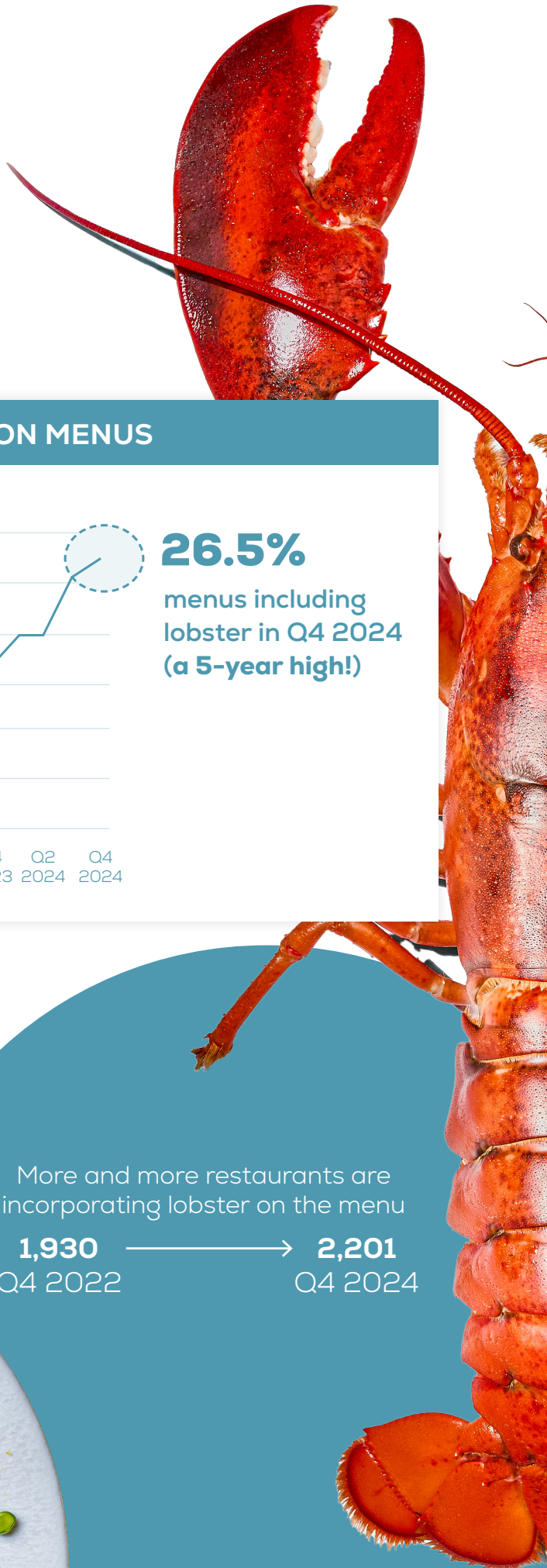
LOBSTER MENTIONS ON MENUS



70 unique lobster limited-time dishes were offered in February 2025 alone

More and more restaurants are incorporating lobster on the menu

1,930 → **2,201**
Q4 2022 Q4 2024



THE MAINE LOBSTER DIFFERENCE

The Founding

The Maine Lobster fishery became a tradition long before the state of Maine was established, and it has become a bedrock to the state’s culture and economy. For generations, lobstermen have passed on their traditions and practices to ensure the long legacy of the fishery.

The Flavor

Maine is known to have the sweetest lobster on Earth, and Maine’s cold, crisp waters are the reason why. As lobsters shed their shells and grow into their new shells, Maine’s cold seawater fills the gap between the meat and the shell, naturally marinating the meat. The result is the sweetest, most tender, most lobster-y lobster on Earth.

The Future

The Maine Lobster fishery is the gold standard in sustainable fishing. 5,000+ independent Maine lobstermen hand-harvest every lobster caught. They check the size and examine for eggs, returning lobsters that are too big, too small or a proven breeder to the sea. To protect the environment and lobster resource, they implemented their first sustainability law in 1872 and have passed down practices for generations.



1600s

The first documented Maine Lobster catch.



“Younger generations want more transparency [on] food sourcing. They’re demanding more restaurants engage in sustainable practices and that operators meet that expectation.”²

DR. CHAD MOUTRAY,
VP OF RESEARCH AT NATIONAL
RESTAURANT ASSOCIATION

Our Premium
Story Drives
a Premium Price

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All Dishes	\$39.46	\$46.17	17%
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MAINE LOBSTER ELEVATES EVERYDAY FAVORITES

With the rise of high-low dining and adventurous eating, Maine Lobster is the perfect premium protein to add a taste of affordable luxury to comfort food favorites.

Mac & Cheese

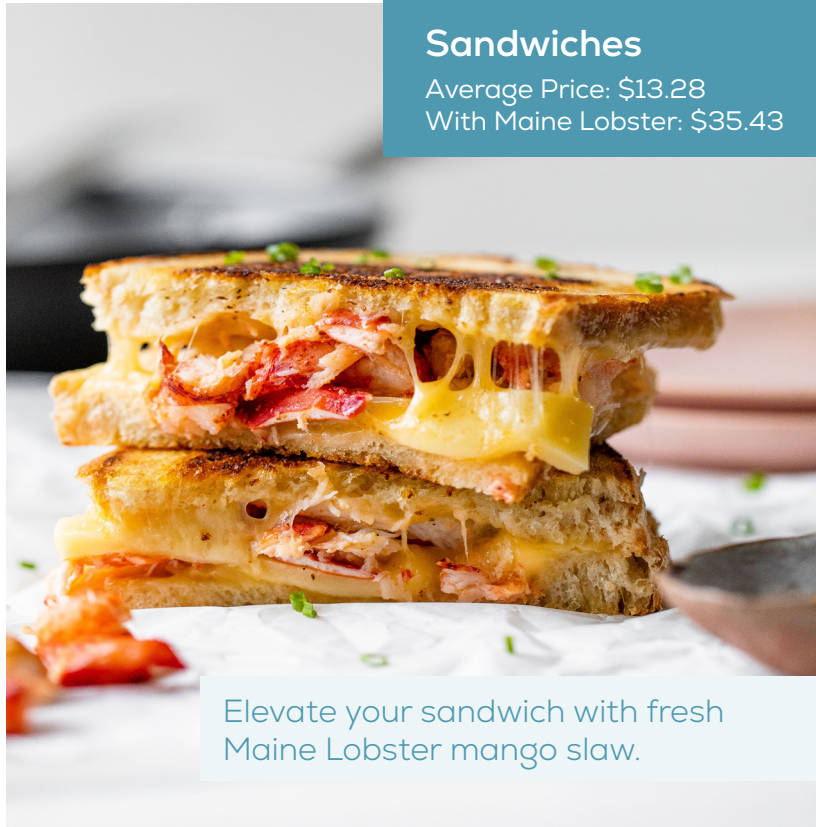
Average Price: \$14.81
With Maine Lobster: \$32.09



Build the ultimate burger by adding Maine Lobster mac & cheese on top.

Sandwiches

Average Price: \$13.28
With Maine Lobster: \$35.43



Elevate your sandwich with fresh Maine Lobster mango slaw.

Ravioli

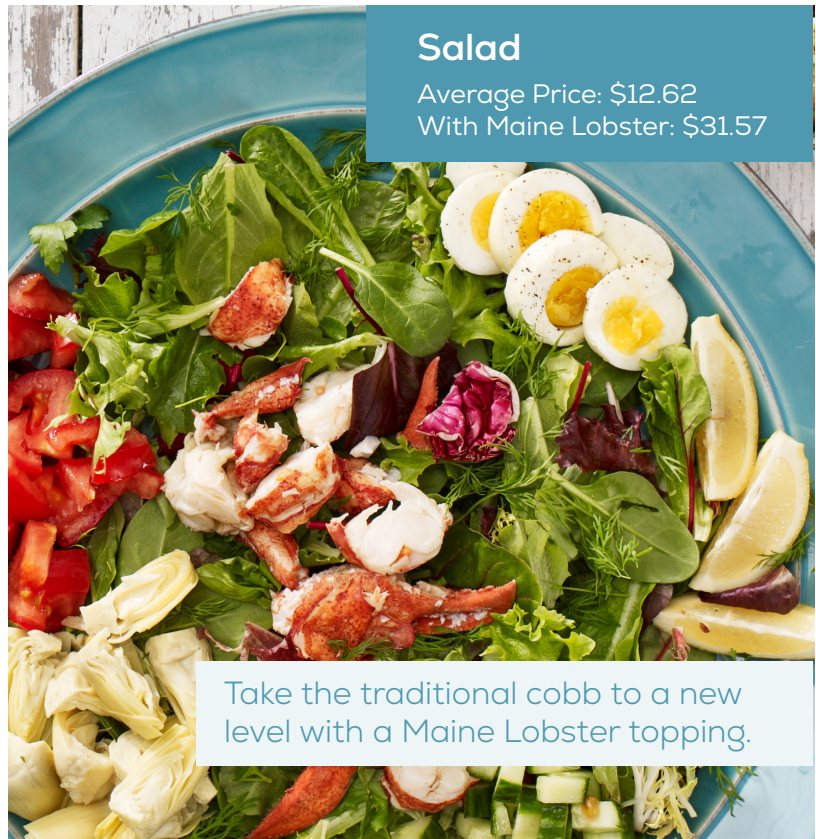
Average Price: \$22.86
With Maine Lobster: \$34.33



Fill your ravioli with a sweet Maine Lobster whipped ricotta.

Salad

Average Price: \$12.62
With Maine Lobster: \$31.57



Take the traditional cobb to a new level with a Maine Lobster topping.

UPGRADE THE ENTIRE MENU WITH MAINE LOBSTER

Offer a Premium Protein Add-On

Protein intake is on the rise in America. The 2024 IFIC Food and Health Survey found 71% of Americans are trying to consume it more, up from 67% in 2023.³ At the same time, 70% of the population is actively trying to reduce their consumption of red meat.⁴ With 16 grams of protein in a 3 oz serving, lobster is the perfect premium addition, whether it is for a salad, a quesadilla or a pasta.



Reimagine the Conventional

Maine Lobster elevates the entire dining experience. No matter the meal, the protein allows people to affordably treat themselves. To add more opportunities for customers to indulge, consider:

- Giving traditional meatballs a Maine Lobster upgrade
- Complementing a pizza as the ultimate topping
- Adding flare to an aioli for burgers and sandwiches



Add a Twist to International Dishes

From Tex-Mex to flavor fusions, restaurants are reimagining international dishes to create their own culinary masterpiece. Why not infuse your favorite dishes from around the world with Maine's favorite protein? It can add a luxe surprise on menus and can:

- Liven up a tostada
- Top French poutine
- Flavor a stew or a Thai curry





UNLOCK **INSPIRATION**

Stay on Top of What's Trending with Maine Lobster



WHAT'S TRENDING: GETTING UP & EATING OUT

With a rise in brunch culture and early morning commutes back to the office, diners are eating out earlier in the day. And as more people hunt for the perfect breakfast sandwich, restaurants have a real opportunity to add a touch of quiet luxury for those who start the day with a restaurant-cooked meal.



Maine Lobster Breakfast Sandwich



Maine Lobster Quiche



Biscuit with Maine Lobster Butter

• Make It a Maine Morning

Of the restaurants that serve breakfast, only 2.6% have lobster on their menus, which opens the door for restaurants to differentiate themselves with early morning specials like:

- Maine Lobster & Waffles
- Maine Lobster Benedict
- Maine Lobster Quiche
- Bagels & Maine Lobster-Infused Cream Cheese
- Maine Lobster Breakfast Sandwich

The Maine Lobster Difference

\$17.79	→	\$28.82
Average price of eggs benedict		Average price of Maine Lobster Benedict



WHAT'S TRENDING: SAUCE IS KING

New and internationally-inspired sauces are on the rise, offering the perfect opportunity to infuse Maine Lobster into trending flavors.

Trending sauces

- Saffron-spiced French rouille sauce (+30%)
- Cantonese hoisin barbecue sauce (+25%)
- Middle Eastern green tahini (+52%)
- Japanese tare (+58%)
- Black truffle dressing (+29%)
- Tallow (+54%)
- Caper butter (+39%)
- Clarified butter (+31%)
- Oil emulsion (+25%)



• Make a Shell of a Sauce

Spanning regions, cultures and types, sauces are experiencing a culinary renaissance as people look to uplevel their favorite dishes with a new kick. There's never been a better time to infuse a new flavor within a sauce, and Maine Lobster mince or shells can make it easy to add a perfect hint of Maine Lobster to any aioli, barbecue sauce or tahini.

WHAT'S TRENDING: ASIAN FLAVORS

Increasingly, Asian restaurants are adding lobster to their courses. As this trend continues, there's more opportunity for restaurants to stand out with Maine Lobster.

- Fried rice (3.3%)
- Dumplings (2.5%)
- Pad Thai (2.5%)
- Rangoon (1.7%)

• Make Maine International

Asian-inspired dishes are all the rage at restaurants. As customers look to expand their palates, many are turning to dishes with flavors and formats with Chinese, Thai and Vietnamese roots. In the era of fusion recipes, restaurants have an opportunity to put a new spin on these Asian classics with the infusion of Maine Lobster as a filling, sauce enhancer or topping.



Maine Lobster Stuffed Rangoon



Maine Lobster Fried Rice



Maine Lobster Dumplings



Use lobster **mince** to add flavor to pastas or to form into cakes



Use **tails** to present mac & cheese or a dip artfully



Differentiate a **dip or a spread** with a touch of lobster

UNLOCK THE VALUE: HOW TO UTILIZE MAINE LOBSTER

When you order Maine Lobster, know you can unlock all kinds of value from the various parts of the lobster itself. Whether it's using mince to add flavor or repurposing the shell to make a statement, Maine Lobster can be utilized in a variety of ways to add value to your menu and to your restaurant.



Include lobster meat as an add-on **protein topping** for salads and burgers



Add mince to a **filling or sauce** for an elevated infusion of flavor



Simmer shells with vegetables to create a **rich lobster stock**

ORDERING MAINE LOBSTER: SELECT YOUR FORMAT

Maine Lobster adds variety to menus, and it also comes in a variety of formats. Whether you want to use a whole lobster to create a dazzling showstopper or use Maine Lobster mince to develop a flavorful sauce, there are a variety of options to fit your needs. The majority of lobster products are available in raw, cooked and frozen formats.



• Live Lobster

Live lobster is the freshest lobster available and provides a unique dining experience. It can be boiled or steamed. The shell can be used for stocks, and the roe can be used for flavor. If you are looking for Maine New Shell Lobster, it is best to buy in the summer/fall.



• Lobster Tails

Available in the shell or as shucked meat, tails come fresh, frozen, cooked and raw. The highest proportion of meat is found in the tail.



• Lobster Meat

Think of lobster meat as a whole lobster without as much work. Meat is harvested from the tail, claws, knuckles and legs and is sold fresh, frozen, cooked and raw. It is an easy-to-use product that helps reduce labor and waste.



• Lobster Mince

Lobster mince is a combination of the small pieces of meat found within the body shell and flippers. It's highly flavorful and has a light consistency, making it perfect for stuffed pastas, dips, soups and stocks. It is available raw or cooked. Mince offers a low-cost way to get delicious Maine flavor into your dish.



ORDERING FROZEN MAINE LOBSTER

Frozen products offer many advantages to professional chefs, providing a longer shelf life than live products, keeping their flavor longer and reducing kitchen labor costs.

Processors take the utmost care to preserve the texture and freshness of Maine Lobster throughout the process. The most popular technique for freezing is nitrogen. Using a tunnel freezer, sub-zero nitrogen vapors are pumped into the chamber, surrounding the lobster and freezing it on contact. The nitrogen immediately turns into a gas when it comes into contact with the product, creating very minimal dehydration losses. The lobster is frozen solid in under 20 minutes, preserving the fresh taste and firm texture of the meat.

Find a Supplier

To source Maine Lobster for new food innovations, visit our supplier database:
lobsterfrommaine.com/how-to-buy





EXPLORE MORE MAINE LOBSTER RESOURCES



Download Our Buyers Guide:

lobsterfrommaine.com/wp-content/uploads/2022/06/Maine-Lobster-Buyers-Guide.pdf

Explore Our Website:

lobsterfrommaine.com

Sources:

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4. Science Direct <https://www.sciencedirect.com/science/article/pii/S0195666324004707?via%3Dihub>



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