LUNAR NEW YEAR OPPORTUNITIES ABOUND WITH VAN’S KITCHEN
Leverage the 2023 Year of the Rabbit to Invigorate Sales

DALLAS, TX (September 7, 2022) – Van’s Kitchen, an egg roll manufacturer supplying over 10,000 supermarkets and convenience store nationwide, is encouraging retailers to leverage the 2023 Year of the Rabbit to maximize selling opportunities. The Lunar New Year, a week-long holiday that runs from January 21 – January 27, is an event that helps retailers and their shoppers celebrate diversity and culture through food. It’s a great way for retailers to invigorate sales in January.

Asian trends and food preferences retailers should consider as they kick off 2023 are:

- Asian Americans are the fastest growing racial group in the US – up 81% from 2000 to 2019; US Census current estimate stands at 22.3 million (PEW Research)
- According to Technomic, Chinese cuisine is the most liked and tried Asian cuisine, chosen by 86% of individuals surveyed
- According to DoorDash, since 2018 egg roll deliveries have increased 455%
- Chinese food was the most popular type of food in the US in 2019 with 64 out of 100 points in popularity based on Google Trends

Van’s Kitchen suggests creating a month-long promotion with any or all of their delicious egg roll products. These egg rolls are available in a variety of offerings that can be integrated into any store. For frozen displays and refrigerated grab & go cases, they offer four-count trays which are microwaveable. If seeking hot-to-go solutions, look no further than their classic bulk roller grill egg rolls. Packaged varieties from the fresh or frozen case include pork, chicken and vegetable and roller grill options include pork and chicken.

Van’s Kitchen’s presence at NACS this year will provide retailers the chance to talk 1:1 about all the opportunities and the support materials that will be available for the Lunar New Year promotions. Retailers can visit booth #4527 for personal interaction with the Van’s Kitchen team.
If not attending the NACS Show retailers in the convenience-store segment should reach out to their appropriate regional broker for assistance – KC Krafts for the West, TCM (Total Convenience Marketing, Inc.) for the East, Southeast and South and CSM Sales for the upper Midwest.

ABOUT VAN’S KITCHEN

Van’s Kitchen, the flagship brand of VAN Oriental Food, is a certified Women-Owned and minority-owned egg roll manufacturer that supplies over 10,000 supermarkets and convenience stores nationwide. Van’s Kitchen’s egg rolls are produced with top-quality ingredients and crafted to achieve their ultimate goal: make every bite the best one. At Van’s Kitchen, employees show up each day with the purpose of empowering underdogs, outsiders, and the ‘least of these’ to rise up, conquer challenges and fulfill their dreams. No matter one’s gender, nationality, age, or class, everyone deserves an equal opportunity at success.

For more information about Van’s Kitchen visit: www.vanskitchen.com