

CREAM CHEESE MEETS ASIAN CUISINE.

Unlocking Menu Innovation and Consumer Appeal



Asian fusion concepts are proliferating across casual dining, fast-casual, and frozen food categories, and cream cheese has become a secret weapon for menu differentiation. Cream cheese provides a neutral, creamy base that enhances rather than competes with bold Asian flavors. From craveable appetizers to Instagram-worthy desserts, cream cheese brings familiarity to bold flavors while delivering the operational advantages bulk buyers need: portion control, freeze-thaw stability, and consistent quality at scale.

Schreiber Foods brings the quality and expertise Asian food manufacturers need. Our cream cheese is crafted using a traditional fermentation process that delivers a smooth texture and distinct buttery flavor that's perfect for fusion applications. With over 40 years of export experience and 25 years serving the Korean market, we understand what it takes to help Asian food manufacturers succeed at scale.



APPETIZERS & SAVORY APPLICATIONS

CRAB RANGOONS

Crab rangoon has evolved from a Chinese-American restaurant staple to a mainstream favorite appearing in both frozen food aisles and fast-casual chains. The formula is proven: cream cheese filling + crispy wrapper + sweet-savory sauce = consumer gold.

Cream cheese wontons and cream cheese stuffed dumplings work equally as well with this formula, thanks to the ability of cream cheese to hold shape through multiple types of cooking processes.



THE CREAM CHEESE ADVANTAGE:

- Filling holds shape through frying, baking, or air-frying
- Excellent freeze-thaw stability for frozen food applications
- Pre-portioned filling for consistent product sizing
- Extended hold times for foodservice operations
- Cost-effective protein replacement or extender in filling applications





SUSHI INNOVATION BEYOND PHILADELPHIA ROLLS

While Philadelphia rolls introduced cream cheese to sushi, modern applications push creative boundaries with flavored cream cheese, torched presentations, and fusion mashups.

APPLICATIONS

Sushi Bakes: Deconstructed sushi in casserole format, featuring layers of rice, cream cheese, seafood, and toppings—perfect for catering and high-volume service.

Breakfast Sushi: Sweet cream cheese with fresh fruit in rice and nori format.

Dessert Sushi: Cream cheese "rice" rolled with fruit and chocolate.

Flavored Cream Cheese Varieties: Wasabi, sriracha, miso, yuzu-infused options.

THE CREAM CHEESE ADVANTAGE:

- Adhesion and structure in sushi assembly
- Room temperature workability for sushi stations
- Flavor carrier for Asian-inspired infusions
- Portion control through piping or spreading applications



BEVERAGE & DESSERT APPLICATIONS



BUBBLE TEA & ASIAN-INSPIRED BEVERAGES

The Trend: Cream cheese foam toppings have exploded in bubble tea culture, creating a sweet-salty contrast with tea beverages. This technique has expanded to coffee drinks and smoothies.

APPLICATIONS

Cream Cheese Foam: Whipped cream cheese topping for tea, coffee, and fruit beverages.

Cream Cheese Smoothies: Korean-style strawberry cream cheese smoothies.

Horchata Cream Cheese Floats: Fusion of Mexican and Asian beverage traditions.

THE CREAM CHEESE ADVANTAGE:

- Stable foam that holds for extended periods
- Compatible with cold and hot beverage applications
- Adds premium positioning and price point opportunity
- Simple preparation requiring only whipping equipment





ASIAN-INSPIRED CHEESECAKES & DESSERTS

Matcha, ube, black sesame, and Thai tea flavors are moving from specialty bakeries to mainstream dessert menus, with cheesecake as the perfect canvas.

APPLICATIONS

Matcha Cheesecake: Japanese green tea powder creating vibrant green color and earthy-sweet flavor.

Ube Cheesecake: Filipino purple yam delivering Instagram-worthy purple hues.

Black Sesame Cheesecake: Nutty, sophisticated flavor profile.

Thai Tea Cheesecake: Orange-colored, aromatic spiced tea flavor.

Mochi Cheesecake: Chewy rice cake layer combined with creamy cheesecake.

Soufflé Cheesecake: Japanese-style ultra-light, jiggly texture.

THE CREAM CHEESE ADVANTAGE:

- Accepts Asian flavor infusions readily
- Portion control through individual servings or slice format
- Excellent freezer stability for distributed products
- Premium price positioning with unique flavor profiles
- Lower dairy cost compared to specialized Asian dessert formats



WHY CREAM CHEESE WINS IN ASIAN APPLICATIONS

For Chain Restaurants:

- Menu differentiation without extensive staff training
- Familiar ingredient that reduces consumer hesitation in trying new flavors
- Cross-utilization across appetizers, entrees, and desserts
- Strong margin potential on appetizer and dessert applications

For Frozen Food Manufacturers:

- Excellent freeze-thaw stability maintains texture through distribution
- Clean label appeal (recognizable ingredient)
- Enables premium price positioning
- Compatible with air fryer preparation (growing home cooking trend)

For Food Distributors:

- Growing demand across multiple food service segments
- Year-round applications (not seasonal)
- Bulk packaging efficiencies



THE BOTTOM LINE

Asian cuisine's continued growth creates unprecedented opportunities for cream cheese applications. From viral social media trends like sushi bakes and cream cheese foam to established favorites like crab rangoon, cream cheese delivers the operational consistency and consumer appeal that bulk buyers need.

The sweet spot: Cream cheese bridges the familiarity gap for consumers exploring bold Asian flavors while providing manufacturers and operators with reliable, cost-effective ingredient performance.

At Schreiber Foods our applications team works directly with Asian food manufacturers and foodservice operators to optimize formulations, ensure regulatory compliance across markets, and scale production efficiently. Whether you're launching a new fusion concept or expanding an existing line, we bring the technical expertise, supply chain reliability, and market insights to turn Asian fusion trends into profitable realities.

READY TO EXPLORE CREAM CHEESE APPLICATIONS FOR YOUR ASIAN-INSPIRED MENU?

Contact Schreiber Foods to discuss custom formulations, flavored varieties, and bulk solutions for your operation.

(920) 677-3305 | www.schreiberfoodsproducts.com/request-sample