



GSR ANALYTIX

FOOD & CULINARY MAGAZINE

FOOD • BEVERAGE • GASTRONOMY

ISSUE 01 • AUGUST 2026

USA EDITION

01



USA

REGIONS, HERITAGE
& CULINARY INNOVATION



USA
NORTH
AMERICA

FROM REGIONAL ROOTS TO GLOBAL ICONS

Tradition • Innovation • Export Potential

INSIGHTS • DEBATES • OPPORTUNITIES

AUTHENTIC
AMERICAN
FLAVOURS

INSIDE USA

A NATION OF REGIONS, MIGRATION AND REINVENTION

From New England harbours to Southern kitchens, the Great Plains, the Southwest and the Pacific Coast, American cuisine is built from Indigenous foundations, immigrant traditions, local harvests and constant innovation.

IN THIS ISSUE

- 03 CULINARY OVERVIEW
- 04 ICONIC FOODS OF THE USA I
- 05 ICONIC FOODS OF THE USA II
- 06 FEATURED DISH: SMOKED BRISKET
- 07 TEXAS-STYLE BRISKET GUIDE
- 08 AMERICAN INGREDIENT TREASURES
- 09 KEY STATISTICS & NUMBERS
- 10 TRADE & EXPORT PERFORMANCE
- 11 KEY PLAYERS & OPPORTUNITIES
- 12 GSR ANALYTIX - CONNECTING WORLDS

THE NORTHEAST

Seafood, bakeries, diners and immigrant cities.

THE SOUTH

Barbecue, soul food, rice, corn and hospitality.

THE WEST

Fresh produce, Pacific seafood and global fusion.

WORLD FAMOUS

BARBECUE SMOKE. FIRE. COMMUNITY.


USA

NORTH AMERICA



USA



MANY FOOD CULTURES, ONE NATIONAL CONVERSATION

American cuisine changes by region and community. Indigenous crops, African American foodways, European and Asian migration, Latin American influence and industrial innovation all shape the modern table.

INSIDE THE EDITION

- 01** CULINARY OVERVIEW
- 02** ICONIC FOODS
- 03** BRISKET FEATURE & GUIDE
- 04** INGREDIENT HERITAGE
- 05** TRADE & EXPORT OUTLOOK

THREE FORCES, ONE EVOLVING CUISINE

REGION

Place defines flavour

Climate, migration and local crops build identity.

COMMUNITY

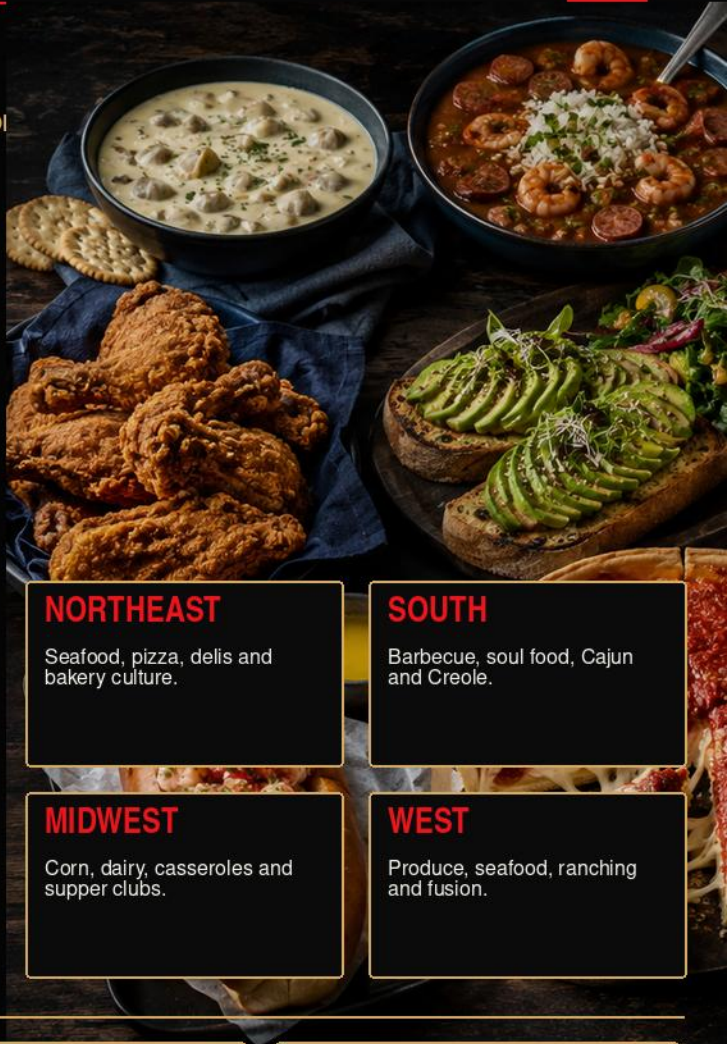
Food carries memory

Family tables, festivals and neighbourhood businesses.

INNOVATION

Always reinventing

Technology, restaurants and media accelerate change.





ICONIC FOODS OF THE USA I

Regional dishes that became national and global symbols.

01

SMOKED BRISKET

Texas smoke, bark, patience and craft.

02

CHEESEBURGER

A diner classic with global reach.

03

FRIED CHICKEN

Southern technique and irresistible crunch.

04

NEW YORK PIZZA

Foldable slices and city energy.

05

CLAM CHOWDER

New England comfort from the coast.

06

LOUISIANA GUMBO

Creole and Cajun depth in one pot.

07

LOBSTER ROLL

Atlantic lobster in a toasted bun.

"American food is a map of people, places and reinvention."



ICONIC FOODS OF THE USA II

Regional dishes that became national and global symbols.

01

MAC & CHEESE

Creamy, baked and deeply comforting.

02

CHICAGO DEEP DISH

A dramatic, layered city classic.

03

BUFFALO WINGS

Heat, butter and game-day culture.

04

PHILLY CHEESESTEAK

Beef, onions and a famous roll.

05

CORNBREAD

Golden grain at the Southern table.

06

PANCAKES

Breakfast ritual with maple syrup.

07

APPLE PIE

Fruit, spice and national nostalgia.

“American food is a map of people, places and reinvention.”





FEATURED DISH: BRISKET

TEXAS-STYLE SMOKED BRISKET - FIRE, TIME AND CRAFT



SMOKE • BARK • TENDERNESS

Texas-style brisket transforms a tough beef cut through salt, pepper, smoke and long low heat. The result is a dark bark, rendered fat and tender slices that celebrate patience more than complication.

KEY ELEMENTS

- Whole brisket
- Coarse salt
- Black pepper
- Hardwood smoke
- Low heat
- Patience
- Resting time
- Clean slicing

CLASSIC PAIRINGS

Pickles • Onion • White bread
Beans • Coleslaw • Cornbread

WHY THE WORLD LOVES IT

CRAFT

Technique is visible

SOCIAL

Built for gatherings

REGIONAL

A powerful origin story

PREMIUM

High-value dining appeal

Pitmaster's rule: cook by tenderness, not only by time - then rest before slicing.



TEXAS-STYLE BRISKET GUIDE

A traditional low-and-slow method • Serves a crowd

WHAT YOU NEED

- 5-6 kg whole brisket
- Coarse kosher salt
- Coarse black pepper
- Optional garlic powder
- Oak, hickory or pecan wood
- Smoker at 110-125°C
- Butcher paper or foil
- Instant-read thermometer
- Long slicing knife
- Pickles and onions
- Coleslaw or beans
- Time for a long rest



STEP-BY-STEP PREPARATION

01

TRIM & SEASON

Trim excess fat; season generously with salt and pepper.

02

BUILD CLEAN SMOKE

Preheat the smoker and establish steady, clean heat.

03

SMOKE LOW & SLOW

Cook fat-side toward the heat until the bark is deeply set.

04

WRAP WITH CARE

Wrap when the bark is stable to protect moisture and colour.

05

COOK UNTIL TENDER

Continue until a probe enters the flat with little resistance.

06

REST & SLICE

Rest well, separate point and flat, then slice across the grain.

THE GOLDEN RULE Steady heat • Clean smoke • Tenderness • Long rest



AMERICAN INGREDIENTS

LAND, HARVEST AND CULINARY DIVERSITY

THE BUILDING BLOCKS OF A CONTINENTAL TABLE



CORN

Food, feed and heritage

WHEAT

Bread, pasta and baking

SOYBEANS

Protein and global trade

BEEF

Ranching and barbecue

APPLES

Orchards and pie

CRANBERRIES

Native North American fruit

SALMON

Pacific and northern waters

PECANS

Southern richness

FOOD HERITAGE

Indigenous crops • Regional breeds • Family farms • Modern processing

SIGNATURE BEVERAGES

Bourbon • Craft beer • Coffee • Cola • Lemonade • Cider



KEY STATISTICS & NUMBERS

A vast consumer market and agricultural powerhouse

342.6 M

Population, July 2026

\$171.49 BN

Agricultural exports, 2025

\$121 BN

High-value ag exports, 2025

71%

High-value share of exports

56%

Exports to top five markets

\$212 BN

Agricultural imports, 2025

GLOBAL LEADERSHIP

CORN

GLOBAL LEADER

Production, feed, fuel and exports

SOYBEANS

TOP TIER

Major producer and exporter

FOOD BRANDS

GLOBAL REACH

Retail and restaurant influence

DIVERSITY

50 STATES

Many cuisines and market clusters

TOP EXPORT MARKETS



Sources: USDA ERS/FAS and U.S. Census Bureau; latest official 2025-26 data.



FOOD SECTOR AT A GLANCE

Scale, innovation and global market influence

**\$171.5 BN**

AGRICULTURAL EXPORTS

2025

\$30.6 BN

EXPORTS TO MEXICO

2025

\$36.1 BN

DAIRY, LIVESTOCK & POULTRY

2025

HIGH-POTENTIAL CATEGORIES

MEAT & POULTRY



PROCESSED FOODS



TREE NUTS & FRUIT



GRAINS & FEEDS



DAIRY PRODUCTS



BEVERAGES & BRANDS



WHY THE USA MATTERS

- ◆ One of the world's largest consumer markets
- ◆ Deep farm, processing and logistics infrastructure
- ◆ Powerful restaurant, retail and media ecosystems
- ◆ Strong regional and multicultural food identities
- ◆ Global influence in brands, technology and convenience



THE FLAVOURS OF THE USA

REGIONS THAT CONNECT THE WORLD

A LIVING FOOD MOSAIC

American food combines regional pride, migration, scale and innovation - creating a market where heritage and new ideas constantly meet.



A MOSAIC

Indigenous, African, European, Latin and Asian foodways.

THE POWER OF SCALE

Agriculture, processing, retail and hospitality connect.

GLOBAL MOMENTUM

Brands and culinary media influence everyday eating.

OPPORTUNITY AREAS

Premium regional foods

Plant-based innovation

Hospitality partnerships

Cold-chain logistics

Ethnic and fusion cuisines

Food technology

Healthy convenience

Origin-led storytelling

THE USA TURNS REGIONAL STORIES INTO GLOBAL FOOD CULTURE.



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GSR ANALYTIX: **CONNECTING WORLDS**

FROM THE USA TO THE WORLD



OUR MISSION

We connect businesses, markets and cultures through clear intelligence, practical insight and global visibility.

WHAT WE OFFER

- Country & sector intelligence
- Market entry and export insight
- Business networking & visibility
- Culinary and hospitality promotion

OUR GLOBAL NETWORK

120+

COUNTRIES

50,000+

PROFESSIONAL REACH

25+

SECTOR REPORTS

1,000+

BUSINESS CONNECTIONS

BE PART OF OUR GLOBAL JOURNEY

TOGETHER, WE FEED THE WORLD.

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