

Asian Charcuterie Board

BY 99 RANCH MARKET | @99RANCHMARKET

At 99 Ranch Market, our story began in 1984, when founder Roger Chen opened a small grocery store in Orange County, California with a simple but powerful dream - to bring the flavors of home to Asian families who had crossed oceans to build a new life in America. It was more than a market; it was a place of comfort, community, and connection - where culture was celebrated through food.

Forty years later, that same dream continues to live on in over 60 stores nationwide. 99 Ranch Market has become more than just a grocery destination - it's a gathering place where generations of Asian Americans can see themselves reflected on the shelves, and where anyone can discover the beauty of Asia through food.

This Asian Charcuterie Board is a reflection of that story - a symbol of how our cultures blend, evolve, and thrive together. It features snacks and treats from nations across Asia - all arranged in a modern, American-style charcuterie board. Created by our Marketing team members Emily and Tracy, the board represents what it means to be both Asian and American - rooted in heritage, yet open to creativity and connection.

For us, this dish captures the spirit of an Asian American Thanksgiving: coming together with friends and family, sharing familiar flavors alongside new traditions, and celebrating where we come from and where we are today. It's the perfect dish to bring to your table - a reminder that every bite tells a story of love, gratitude, and belonging.

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INGREDIENTS

Snacks & Savories

Irvins Salted Egg Salmon Skin
HFH Spicy Hot Peanuts
Garuda Hot Coated Nuts
Chao Sua Thai Sticky Rice Chips (Tom Yum Flavor)
Tao Kae Noi Crispy Seaweed (Classic & Mala Flavors)
99 Ranch Crispy Broad Beans
Want Want Senbei Rice Crackers
Lee's Toasted Baguette (Butter & Cream Flavors)
99 Ranch Cracker Truffle Rye
99 Ranch Egg Roll Cookies (Sesame & Scallion Flavor)
Mizuho Chestnuts

Sweet

Glico Pocky (Chocolate, Strawberry, Cookies & Cream, Matcha, Choco Banana)
Mochi (Mixed Flavors: Sesame, Matcha, Peanut, Red Bean)
Orion Custard Pies / Choco Pies
Fila Manila Ube Coconut Spread
Torto Black Sesame Spread
Philippine Dried Mango
Osay Hawthorn Rose Snacks
Lyfen Crispy Jujube
99 Ranch Signature Soft Cake

Fruits & Fresh Items

Shine Muscat Grapes
Strawberries
Mangos
Dragon Fruit
Gold Kiwi

Ingredients continue...

INSTRUCTIONS

01 Prepare decorative items

1. Wooden serving board(s)
2. Small bowls for spreads and nuts small bowls for spreads
3. Chopsticks and small serving tongs serving tongs

02 Arrange a large platter

1. Begin by spreading out snacks by region.
2. Layer in complementary sweet and savory pairings: nuts, crackers, mochi, savory pairings: nuts, crackers, mochi, dried fruit, and cheese.
2. Add Fila Manila Ube spread in a small bowl for dipping.
3. Garnish with grapes and decorative mochi for color balance.

03 Serve and enjoy—a visual and flavorful map of Asia, all from 99 Ranch Market

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Cold Deli & Protein

Assorted Cold Meats from cold deli
Assorted Sashimi & Sushi from 99 Ranch Deli Section*

*(Includes hand-prepared sushi rolls, sashimi-grade salmon, tuna, and white fish sourced fresh daily from 99 Ranch Market's in-store sushi counter.)