



PRESS RELEASE

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United Fresh Report Highlights Winter Foodservice Menu Trends for Fresh Produce

WASHINGTON, D.C. – The latest issue of United’s *Fresh Insights for Foodservice* report explores how innovative chefs are adding fresh fruits and vegetables to create flavorful and vibrant winter menus. The winter issue reports how roasted vegetables are showcasing rich flavors, operators are featuring brussels sprouts in a wide variety of preparations and a feature about the shishito pepper surprising diners with an occasionally spicy kick. These trends and more are part of the winter 2015 edition of *Fresh Insights for Foodservice*, a quarterly report from United Fresh showcasing the latest innovations in fresh produce use in foodservice.

The winter *Fresh Insights* also looks at how produce influences breakfast menus from sandwiches to egg dishes. There’s news about top chain menu trends, including lettuce, pico de gallo and green onions. Additionally, the report cites menu introductions at chains that prominently feature fresh produce.

The “View From Above” feature spotlights how meal delivery services are using fresh produce to respond to consumer demand for healthy, convenient meals, with fresh fruits and vegetables pre-portioned for easy preparation and consumption.

“The fast-growing meal delivery sector of the foodservice industry has found that fresh ingredients are a top selling point for customers and point of differentiation from their competition,” said United Fresh’s Vice President of Trade Relations Jeff Oberman, liaison to the Association’s Retail-Foodservice Board. “This channel is yet another opportunity for the fresh produce industry to expand their customer base and introduce consumers to new produce items.”

The concept for the *Fresh Insights* report was initiated by United Fresh's Retail-Foodservice Board as a resource for association members to gain a comprehensive look at how chefs and restaurants are incorporating fresh produce on their menus. The report is developed by Datassential, a leading market research firm dedicated to the food industry, using data from its extensive menu database, *MenuTrends*.

The publication is organized in four core sections, including *Fresh Flavors*, which shows in-depth profiles of trending produce items; *Menu Intelligence*, featuring up-to-date information on how produce is being used in different menu items; *Chain Report*, which focuses on produce's role in new menu items; and *View From Above*, offering a look into produce usage in a particular trend within the foodservice industry.

Fresh Insights for Foodservice is free for United Fresh members and \$50 for non-members. To purchase the report today, visit [United Fresh's website](#). If you have questions, contact [Jeff Oberman](#), United Fresh's Vice President, Trade Relations at 831-600-8922. For questions about the data or content in this report, contact [Maeve Webster](#), Senior Director, Datassential.

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*Founded in 1904, the **United Fresh Produce Association** brings together companies across every segment of the fresh produce supply chain, including growers, shippers, fresh-cut processors, wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. We empower industry leaders to shape sound government policy. We deliver the resources and expertise companies need to succeed in managing complex business and technical issues. We provide the training and development individuals need to advance their careers in produce. And, through these endeavors, we unite our industry with a common purpose – to build long-term value for our members and grow produce consumption. For more information, visit www.unitedfresh.org or call 202-303-3400.*