



## **NEWS RELEASE**

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## **United Fresh Report Highlights Foodservice Menu Trends for Fresh Produce**

WASHINGTON, D.C. (October 17, 2016) – The Fall 2016 issue of United’s *Fresh Insights for Foodservice* report, a quarterly report from United Fresh showcasing the latest innovations in fresh produce use in foodservice, explores how innovative chefs and foodservice operations are incorporating fresh fruits and vegetables to create flavorful and vibrant menus.

Enhancements to the report include a focus on current commodities in season, as well as a new section, “On the Horizon,” that looks ahead to commodities and menu items that will be trending on menus six months in advance.

“The United Fresh Retail-Foodservice board continues to emphasize the importance of identifying food trends to assist companies in menu planning,” said Jeff Oberman, Vice President of Trade Relations at United Fresh. “These new report sections will help our members with their planning for special promotions and upcoming seasonal menu items.”

The “In Season” section focuses on the Fall flavors of pumpkin and rapini, as well as the latest trends in cobblers and crisps. The “On the Horizon” section looks ahead to Spring 2017 commodities of snap peas and sweet onions, as well as a highlight on breakfast baked goods. The report’s MenuTrends system will continue to dive deeper into quick service, fast casual restaurants, midscale, casual and fine dining. Restaurant data is further segmented by cuisine type, as well as by chains, regional restaurants, independent restaurants and food trucks.

The report’s “View from Above” section focuses on produce in the K-12 School Foodservice segment, including an interview with 2016 Produce Excellence in Foodservice Award winner Dr. Marilyn Hughes, Director of Nutrition at Atlanta Public Schools, Atlanta, GA.

The report also includes information on top chain menu trends, including tomatoes, peaches and carrots. Additionally, the report cites menu introductions at chains including Cracker Barrel, Outback Steakhouse, P.F. Chang’s, IHOP, Baker’s Square, Uno Pizzeria, Habit Burger and Domino’s.

*Fresh Insights for Foodservice* is developed in partnership with Datassential, a leading market research firm dedicated to the food industry, using data from its extensive menu database, *MenuTrends*. Incorporating feedback and input from the Retail-Foodservice board, the report is a resource for United Fresh members and the broader industry to gain a comprehensive look at how chefs and restaurants are using fresh produce on their menus.

*Fresh Insights for Foodservice* is free to United Fresh members and \$50 to non-members. To order the report, visit [www.unitedfresh.org](http://www.unitedfresh.org). If you have questions, contact [Jeff Oberman](mailto:Jeff.Oberman@unitedfresh.org) at 831-600-8922. For

questions about the data or content in this report, contact Mike Kostyo, Datassential at [mike.kostyo@datassential.com](mailto:mike.kostyo@datassential.com).

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#### **About United Fresh Produce Association**

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](http://www.unitedfresh.org).