



NEWS RELEASE

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United Fresh Report Highlights Winter Foodservice Menu Trends for Fresh Produce

WASHINGTON, D.C. (July 6, 2015) – The latest issue of United’s *Fresh Insights for Foodservice* report explores how innovative chefs and foodservice operations are adding fresh fruits and vegetables to create flavorful and vibrant menus. The Spring issue reports on the growth of daikon radishes, how specialty potatoes are giving chefs increased culinary options and that blood oranges are trending on menus. These trends and more are part of the Spring 2015 edition of *Fresh Insights for Foodservice*, a quarterly report from United Fresh showcasing the latest innovations in fresh produce use in foodservice.

The Spring *Fresh Insights* also looks at how produce enhances premium, healthy sandwiches and the role of fresh produce in the refreshing spring and summer menu option of cold soups. The report also includes information on top chain menu trends, including the use of basil, cilantro and mint. Additionally, the report cites menu introductions at chains that prominently feature fresh produce.

The Spring report of *Fresh Insights* includes a look at foodservice options in retail and how supermarkets are using fresh produce to meet consumer demand for ready-to-eat, convenient and healthy meals.

“Consumers are increasingly looking for fresh prepared meals and in-store dining options as part of their supermarket shopping experience” said Jeff Oberman, Vice President, Trade Relations at United Fresh and the Association’s Retail-Foodservice Board staff liaison “With more supermarkets introducing restaurant style concepts in-store, the fresh produce industry has even more opportunity to introduce consumers to a variety of fresh produce items and preparations.”

The concept for the *Fresh Insights* report was initiated by United’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 into 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 can be downloaded free of charge for all United Fresh members (\$50 for non-members). To order the report today, visit [United’s website](#). If you have questions, contact [Jeff](#)

[Oberman](#) at 831-600-8922. For questions about the data or content in this report, contact Maeve Webster, Senior Director, Datassential at maeve@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. 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