



NEWS RELEASE

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United Fresh Report Highlights Foodservice Menu Trends for Fresh Produce

WASHINGTON, D.C. (March 31, 2016) – The Spring 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 adding fresh fruits and vegetables to create flavorful and vibrant menus. This issue reports on the menu growth for Meyer lemons, how chefs are incorporating fennel and asparagus to their dishes and how produce plays a starring role in Mexican entrees and Southern cuisine. The report’s updated MenuTrends system has been expanded to include fast casual restaurants, and restaurant data has been further segmented by chains, regional restaurants, independent restaurants and food trucks.

Fresh Insights also looks at how produce plays a role in the modernization of hospital dining.

“Hotel and healthcare formats represent important consumer sectors for the fresh produce industry,” said Jeff Oberman, Vice President of Trade Relations at United Fresh and liaison to the United Fresh’s Retail-Foodservice Board. “The Spring 2016 *Fresh Insights for Foodservice* highlights sector trends and provides the unique perspective from Chef Nazim Khan, Bryan Health System, a United Fresh 2016 Produce Excellence in Foodservice Awards winner.”

The report also includes information on top chain menu trends, including cabbage, salsa and potatoes. Additionally, the report cites new menu introductions at chains including Houlihan’s, Panera Bread Co., Which Wich, The Green Turtle, Atlanta Bread Co., Sbarro, Steak N’Shake and QuickChek.

The concept for the *Fresh Insights for Foodservice* report was initiated by United Fresh’s Retail-Foodservice Board as a resource for United Fresh 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 to United Fresh members and \$50 to non-members. To order the report, visit <http://www.unitedfresh.org/>. For more information, contact [Jeff Oberman](#) at 831-600-8922. For questions about the data or content in this report, contact Mike Kostyo, Datassential at 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.