



NEWS RELEASE

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United Fresh Report Highlights Foodservice Menu Trends for Fresh Produce

WASHINGTON, D.C. (May 23, 2017) – The spring 2017 issue of United's *Fresh Insights for Foodservice* report, a quarterly publication from United Fresh showcasing the latest innovations in fresh produce use in foodservice, as well as the creativity of chefs and foodservice operations in incorporating fresh fruits and vegetables to create flavorful and vibrant menus, is now available.

The report features "In Season" and "On the Horizon" updates, which are dedicated to the commodities and menu items that are currently on spring menus, as well as items that will be featured in fall menus.

"The United Fresh Retail-Foodservice board provided tremendous input on the fresh fruits and vegetables that are driving growth and excitement with consumers," said Jeff Oberman, Vice President of Trade Relations at United Fresh. "This issue features jackfruit, a hot commodity that is performing well in both retail and foodservice venues."

"In Season" focuses on the spring flavors of cucumbers and specialty citrus, as well as shines a seasonal menu spotlight on the hot menu trend of poke bowls. Looking ahead to Fall 2017, "On the Horizon" highlights jackfruit, romaine and pickled and fermented fruits and vegetables. "Top Chain Trends" covers menu items featuring garlic, cherries and bananas. The report's "View from Above" section looks at meal kit subscriptions, including an interview with HelloFresh COO Uwe Voss on the company's recipe development, food trends and utilization of fresh produce.

"The popularity of 'fresh prep' at home, and trying new items represent two key factors in consumer meal delivery kit purchasing decisions," said Oberman. "These kits present a new opportunity for produce companies to showcase their products and varieties to consumers."

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 provides United Fresh Members and the broader industry a comprehensive look at how chefs and restaurants are featuring fresh produce on their menus. The report is sponsored by Tanimura & Antle.

Fresh Insights for Foodservice is free to United Fresh Members and \$50 to non-members. To order the report, visit 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.

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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.