



NEWS RELEASE

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United Fresh Report Highlights Foodservice Menu Trends for Fresh Produce

WASHINGTON, D.C. (June 28, 2016) – The Summer 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 movement of Hatch chiles beyond their home state of New Mexico, how summer squash has become one of the top-growing produce menu items and how heirloom tomatoes are bringing back the flavors of the past. In addition, the report looks at produce menu innovations in two categories – sushi and lemonade. The report covers quick service, fast casual, midscale, casual, and fine dining restaurants, with menu data further segmented by cuisine type, as well as by chains, regional and independent restaurants, and food trucks.

Fresh Insights looks at how produce plays a role in meeting consumer demands in corporate cafeterias and other business and industry settings, including an interview with the 2016 Produce Excellence in Foodservice Award winning team from Dining at Microsoft: Chef Craig Tarrant, Culinary Director; Chef Elijah Coe, Executive Chef at Café 16 and Chef Zach Therioakes, Executive Chef at Studio H Café.

“Corporate dining plays a key role in employee culture and satisfaction, and more and more employees are requesting fresh food options in the workplace,” said Jeff Oberman, Vice President of Trade Relations at United Fresh and liaison to United’s Retail-Foodservice Board. “The Dining at Microsoft team’s innovative use of produce in their menus is a best practice in how a produce-centric menu can help meet diners’ demands for fresh and healthy meals during the workday.”

The report also includes information on top chain menu trends, including cabbage, salsa and potatoes. Additionally, the report cites menu introductions at chains including Buffalo Wild Wings, Carrow’s, Cracker Barrel, Cold Stone Creamery, Noodles & Company, Maggiano’s, Qdoba and Granite City Food & Brewery.

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 download the report, visit [United Fresh's website](#). If you have questions, 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 the 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.