



NEWS RELEASE

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United Fresh Report Highlights Foodservice Menu Trends for Fresh Produce

WASHINGTON, D.C. (August 17, 2017) – The Summer 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 summer menus as well as items that will be featured in Winter 2018 menus. "In Season" focuses on the variety of tropical fruits, along with endive, that are influencing warm weather menus, as well as on-trend premium cold pressed juices.

Looking ahead to Winter 2018, "On the Horizon" highlights avocados, potatoes and unique ways that winter produce items are topping pizzas. "The Winter season provides a prime opportunity to feature produce in menus," said Jeff Oberman, Vice President of Trade Relations for United Fresh Produce Association. "Planning for menu promotions start months in advance, and produce companies should begin reaching out now to foodservice distributors and operators to develop exciting menu items that will capitalize on the coming holiday season and special events like the Super Bowl."

"Top Chain Trends" spotlights menu items featuring sweet corn, onions and blueberries. Finally, the "View from Above" section looks at ways in which hotels are using produce to elevate their guests' dining experience, featuring an interview with 2017 Produce Excellence in Foodservice Award winner Chef Matt Smith, CEC, Executive Chef of the Sheraton Columbus Hotel at Capitol Square.

"Consumers are looking for healthy options when they travel," said Oberman. "Fresh produce can play a key role in hotels' ability to provide healthy and flavorful menu options."

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 United Fresh 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.