



## **NEWS RELEASE**

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## **United Fresh Report Highlights Foodservice Menu Trends for Fresh Produce**

WASHINGTON, D.C. (January 8, 2016) – 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. This issue reports on menu growth for golden beets, how chefs are incorporating broccolini and arugula to add flavor and texture to their dishes and how produce plays a starring role in “bowl” trends across multiple foodservice segments. These trends and more are part of the Winter 2016 edition of *Fresh Insights for Foodservice*, a quarterly report from United Fresh showcasing the latest innovations in fresh produce use in foodservice.

In addition, *Fresh Insights* looks at how produce plays a role in the modernization of college and university dining, including an interview with United Fresh 2015 Produce Excellence in Foodservice Awards Program winner Chef Bob Patton of Old Dominion University.

“College and university student diners are an important customer for the fresh produce industry, representing Millennials, and the Winter 2016 Issue delivers insights on the offerings these consumers are looking for,” said Jeff Oberman, United Fresh’s Vice President of Trade Relations and liaison to United’s Retail-Foodservice Board. “Not only do colleges and universities serve thousands of meals daily, but the positive experiences these students encounter in their dining halls will translate into future demand at retail and foodservice when they begin making household food purchasing decisions.”

The report also includes information on top chain menu trends including cabbage, salsa and potatoes. Additionally, the report cites menu introductions at chains including Chili’s, Ruby Tuesday, Max & Erma’s, Tony Roma’s, Tropical Smoothie Café, Kona Grill, Granite City Food & Brewery and Smoothie King.

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 [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 Mike Kostyo, Datassential at [mike.kostyo@datassential.com](mailto:mike.kostyo@datassential.com) at 312-219-6435.

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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](http://www.unitedfresh.org).