



NEWS RELEASE

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United Fresh Report Highlights Foodservice Menu Trends for Fresh Produce

WASHINGTON, D.C. (February 9, 2017) – The winter 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 will be trending on menus today through summer 2017. "The United Fresh Retail-Foodservice board provided tremendous input on the fresh fruit and vegetables that are driving growth and excitement with consumers, as well as the commodities being featured prominently in consumer platforms," said Jeff Oberman, Vice President of Trade Relations at United Fresh.

"In Season" focuses on the winter flavors of mushrooms and poblano peppers, as well as shines a seasonal menu spotlight on sliders, and covers the latest in chain trends, such as cranberries, sweet potatoes, and kale. Looking ahead to summer 2017, "On the Horizon" highlights turmeric, sweet corn, and vegetable entrees. The report's "View from Above" section takes a look at fresh offerings at convenience stores, which has seen a tremendous growth in fresh produce sales and led through a partnership between United Fresh and the National Association of Convenience Stores (NACS).

United Fresh is proud to announce the new exclusive sponsor of *Fresh Insights for Foodservice*, Tanimura & Antle. "We greatly appreciate Tanimura & Antle's support for this popular resource that brings value to the entire supply chain engaged with the Foodservice Sector," said Jeff Oberman.

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.

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.