



NEWS RELEASE

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United Fresh Releases Quarterly Retail & Foodservice Trends Reports

Featuring In-Depth Reporting on Q2 and Both Summer and Winter Menu Trends

WASHINGTON, D.C. (August 15, 2018) – United Fresh has released two quarterly retail and foodservice trends reports. The *FreshFacts® on Retail Q2 2018* report, produced in partnership with Nielsen Fresh, measures retail price and sales trends for the top 10 fruit and vegetable commodities as well as other value-added produce categories. Developed in partnership with Datassential, a leading market research firm dedicated to the food industry, *Fresh Insights for Foodservice* uses data from Datassential's extensive menu database, *MenuTrends* and provides a comprehensive look at how chefs and restaurants are featuring fresh produce on their menu, along with broader applications for retail, meal kits and more.

The *FreshFacts® on Retail* report's data is enhanced by the recent launch of Nielsen's Total Food View, which increases coverage of fresh data in 92,000 U.S. stores in the Food and Drug channels plus key Mass, Dollar, Club and Military retailers.

"With produce being sold in more channels beyond the traditional supermarket, having access to data from these additional channels will help produce companies plan and execute their promotional strategies," said Tom Stenzel, United Fresh President & CEO. "Future reports will dive more deeply into this data, with spotlights on the opportunities available in these emerging outlets."

The report also features category spotlights on apples, potatoes and lettuce, as well as look at produce purchasing trends by region.

In contrast, the *Fresh Insights for Foodservice* summer issue details "in-season" Summer menu options like prickly pear fruit and Calabrian chili peppers, and checks in on drinking vinegars and how these trendy and refreshing beverages use fresh produce to delight consumers. In the "On the Horizon" section, readers will explore the ever-changing Winter menu trends, focusing on kumquats, celery root, and how toasts are combining warmth and produce for rising popularity on menus.

This quarter's "Chain Report" will cover fresh options added to major chain menus recently, including items featuring mango, pineapple, and artichoke. Finally, "View From Above" will cover Mexican fast casuals and how they are leveraging fresh produce with a globally-inspired twist.

"*Fresh Insights for Foodservice* continues to serve as an invaluable resource for foodservice purchasing, menu development and culinary professionals looking for inspiration to brighten their menus each season with the freshest produce," said Miriam Wolk, Vice President of Member Services. "Now more than ever, it's important to layer creativity throughout your menu to wow your customers and keep them coming back."

Both reports are developed with input and guidance from the [United Fresh Retail-Foodservice Board](#), a United Fresh market segment board focused on the needs and issues of greatest concern to retail supermarkets and foodservice operators whose goal is to provide the supermarket and restaurant industries with tools and services that allow them to maximize the value and sales of fresh produce in their own marketing channels.

Both *FreshFacts® on Retail* and *Fresh Insights for Foodservice* are free to United Fresh Members and \$50 for non-members. To order the report, visit www.unitedfresh.org. If you have questions, contact [Miriam Wolk](#) at 202-303-3410. For questions about the data or content in *FreshFacts*, contact Matt Lally, Nielsen Fresh at matt.lally@nielsen.com and for questions on *Fresh Insights for Foodservice*, 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.