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

WASHINGTON, D.C. (February 28, 2019) – The Winter 2019 issue of United Fresh’s *Fresh Insights for Foodservice* report is now available. *Fresh Insights for Foodservice* highlights on-trend applications for fresh produce in restaurants, at retail, in meal kits and more.

“This issue shows fresh produce can truly shine throughout the year. Even in the winter, there are plenty of fresh options to delight diners from coast to coast,” said Andrew Marshall, United Fresh’s Director of Foodservice & Foundation Partnerships. “With the report’s forward-looking sections, chefs, foodservice operators, and other food industry decision-makers can gain insight into fresh produce trends and what diners are looking for when eating outside their home.”

The issue spotlights guava and rutabaga, two in-season menu options that are gaining in popularity. Guava allows chefs to add color and “tropical flair” to a wide range of foods and beverages, while rutabaga is growing on menus as a plant-forward alternative to animal proteins. Also highlighted as part of the “In Season” section is the increasing pairing of fresh fruit with cakes. Trends indicate fresh fruit’s popularity as an ingredient and design element that adds fresh flavor and eye-catching color.

Looking ahead to summer 2019, the “On the Horizon” section highlights cherries, the growing popularity of zucchini noodles, and innovative produce combinations for infused water. The “Chain Report” section illuminates fresh options recently added to major chain menus, including dishes featuring cranberries, brussels sprouts and lemon. It also draws attention to new introductions and limited time offerings of fresh produce at top chain restaurant operators.

Finally, the “View From Above” section includes an interview with a past winner of the United Fresh Produce Excellence in Foodservice Awards Program, executive chef Ype Von Hengst of Silver Diner restaurant chain with locations in Virginia, New Jersey and Maryland. Chef Ype highlights several plant-forward menu items and provides his perspective on why this trend is good for his customer’s health and his restaurant’s bottomline.

*Fresh Insights for Foodservice* is developed in partnership with Datassential, a leading market research firm.

United Fresh Members receive complimentary access to *Fresh Insights for Foodservice*. The report is \$50 to non-members. To download the report, visit the [www.unitedfresh.org](http://www.unitedfresh.org). For questions about the report, contact [Andrew Marshall](#), United Fresh’s Director of Foodservice & Foundation Partnerships at 202-303-3407. For questions about the data or content in *Fresh Insights for Foodservice*, contact Mike

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